



SRH Berlin University of Applied Sciences

Marketing Communication B.A.

*in accreditation
Berlin



Any questions?

We're happy to help out.
Email us or give us a call.

Your contact person

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Apply online

Create an account on our
online platform for a smooth
application process.

Rethink Advertising

Research consumer motivation and behavior. Effectively position brands and products. Develop campaigns, rethink advertising. Take a strategic approach and get creative. Such is your expertise after the B.A. Marketing Communication degree.

Career Opportunities

With your degree in Marketing Communication you can work as a strategic planner, account or marketing manager, brand or PR consultant, conceptionist or Social Media manager.

Entry Requirements

- General higher education entrance qualification (Abitur) or university of applied sciences entrance qualification (Fachhochschulreife)
- Proof of English proficiency: IELTS 6.5. We accept: Academic IELTS, IELTS Indicator | TOEFL iBT | PTE | CAE/CPE/FCE | Duolingo
- Written analysis of advertising measures

Your Path into the Future

Our Career Service offers you:

- Workshops and career days
- Application training and interview coaching
- Check of job application documents
- Support with internship, post-graduate job search
- Field trips to partner companies
- Access to our large network of corporate partners
- Exclusive career portal on JobTeaser.com

Financing your Studies

- EU students have the opportunity to finance their studies with Study Now, Pay Later options via Brain Capital or Chancen e.G.
- Non-EU students can take advantage of student loans or funding opportunities offered by their home country.
- Remarkable students may be considered for our Scholarship Programme and win up to 50% on their first-year tuition fees.

Gain a Competitive Edge

- Take up German language classes with our Centre for Languages and Diversity.
- “Customise your Studies” with additional courses from our exclusive portfolio.
- “Wild Studies” create your own timetable for one additional semester choosing from a range of courses at SRH Berlin.

Key Facts and Figures

Start

April and October

Duration

3.5 years, 210 ECTS

Mode

Full time

Degree

Bachelor of Arts

Language

English

Tuition Fees

| | Month | Semester | Year |
|--------|-------|----------|--------|
| EU* | €650 | €3,900 | €7,566 |
| Non-EU | — | €4,500 | — |

*including EEA, CH, Western Balkans

Your Success is our Mission

We offer:

- State-accredited programmes
- Practical approach: internships, case studies, field trips
- CORE: Our innovative teaching concept
- Interactive, fun learning centred on individual support