



Module Overview: Master International Marketing & Brand Management

PRE-MASTER (30 ECTS)

Semester 1 (Sept–Dec)

INTERNATIONAL MARKETING AND BRAND MANAGEMENT

International Marketing & Brand Management Project I (3 ECTS)

International Marketing and Brand Management (6 ECTS)
 • Global Marketing Strategy
 • Global Brand Management

Customer Insights for Marketing and Brand Management (6 ECTS)
 • Fundamentals of Customer Insight Management
 • Quantitative Consumer Analysis
 • Qualitative Consumer Analysis
 • Research project combining quantitative and qualitative data

Semester 2 (Jan–May)

International Marketing & Brand Management Project II (3 ECTS)

Integrated Brand Communication in a Digitalized World (6 ECTS)
 • Marketing Communication: Strategy, Creation and Measurement
 • Marketing Communication: Delivery and Optimization

Marketing of Innovations (6 ECTS)
 • Innovation Process: Idea
 • Innovation Process: Build & Test
 • Innovation Process: Learn
 • Managing Innovation

Electives (2 out of 5) (6 ECTS)
 Brand Storytelling, Psychology of Marketing, Independent Research Project, Success Factor Happiness, Project Management

INTERNATIONAL BUSINESS AND MANAGEMENT

International Business and Management (6 ECTS)
 • Introduction to International Management
 • Strategic Management
 • Academic Writing for Business Studies

International Focus (1 out of 3) (3 ECTS)
 • Business in Germany
 • Business in Latin America
 • Business in China

Foreign Languages (optional) (3 ECTS)
 • German, Spanish, Chinese

International Focus (1 out of 5) (3 ECTS)
 • Doing Business in Latin America: Case Studies and Scenarios
 • Doing Business in China: Case Studies and Scenarios
 • Business in the USA and Canada
 • Business in Emerging Economies
 • Business in Europe

Foreign Languages (optional) (3 ECTS)
 • German, Spanish, Chinese

EXECUTIVE SKILLS

Communication in International Business (6 ECTS)
 • Conscious Business Communication
 • Business and Society
 • Negotiation Skills

MBS Commitment

Responsible Leadership in a Global Context (5 ECTS)
 • Conscious Business
 • Business Ethics
 • International Leadership

MBS Commitment (1 ECTS)

SEMESTER ABROAD (MIN. 15 ECTS)



MASTER THESIS (15 ECTS)



Total ECTS 90



Study Preparation: PRE-MASTER International Business

You are interested in obtaining a **Master International Marketing and Brand Management** degree at MBS, but you do not have a business-related degree? The Pre-Master International Business is a compact preparatory business program allowing you to qualify for the Master International Marketing and Brand Management at Munich Business School.

Within only 3 months (May-August), you will gain solid business foundation skills in management, finance, accounting, marketing, and communication. After successful completion of the Pre-Master International Business, you get direct entry into the Master International Marketing and Brand Management program starting in September.

PRE-MASTER International Business (30-33 ECTS)

Mid-May–August

Start: September



Application and Admission to the Pre-Master Program

The Pre-Master International Business is available for Bachelor graduates with an above-average university degree (in any field) from an accredited university. Very good English skills are required (TOEFL IBT min. 85/IELTS 6.5/ELS 112) as the whole program is entirely taught in English.

The two-step application process for the Pre-Master International Business at Munich Business School consists of a written application and a personal interview. Applicants for the Pre-Master program will only be accepted in combination with an application for the Master International Marketing and Brand Management or another Master program of Munich Business School.

For further information on the Master International Marketing and Brand Management, please visit

master.munich-business-school.de

Your Contact

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