



BSC IN BUSINESS ADMINISTRATION

MARKETING

www.fs.de/marketing

DEGREE: BACHELOR OF SCIENCE (BSC) IN BUSINESS ADMINISTRATION

TARGET AUDIENCE

Highly motivated students who wish to pursue a global career in Marketing and Sales. The BSc in Business Administration with focus on Marketing is a first degree that gives you a broad knowledge of all areas of management with a dedicated focus on Marketing. Graduates will be able to work in Marketing and Sales functions in a broad variety of companies ranging from small start-ups to large multinational corporations.

REQUIREMENTS

- Recognised secondary school diploma (e.g. German "Abitur", IB Diploma or equivalent)
- Frankfurt School Admissions Test or one of the following:
 - SAT
 - ACT Plus Writing
 - TestAS
- Very good knowledge of English, demonstrated by one of the following certificates:
 - TOEFL iBT with a minimum score of 90
 - IELTS with a minimum score of 7.0
 - Cambridge Certificate in Advanced English (CAE)
 - Pearson Test of English Academic (PTE Academic) with a minimum score of 76
 - Frankfurt School TOEFL ITP with a minimum score of 627

210

CREDITS

EN

LANGUAGE OF INSTRUCTION

LOCATION Frankfurt, Germany

DURATION 7 semesters/full-time

TIME SPENT ABROAD One semester + internship

TUITION FEES 2018

Enrolment Fee..... 100 Euro
 Semester Fee..... 6,800 Euro
 Monthly installments possible.
 Tuition fee for semester abroad may differ.

DATES

Application deadline.....31 May
 Programme start.....mid-August of each year



German Excellence. Global Relevance.

CURRICULUM MARKETING

SEMESTER 1	MATHEMATICS	MICROECONOMICS AND DECISION THEORY	FINANCIAL ACCOUNTING	FINANCE	INTRODUCTION TO PROGRAMMING
SEMESTER 2	STATISTICS AND PROBABILITY	MARKETS, INCENTIVES AND ETHICAL MANAGEMENT	MANAGERIAL ACCOUNTING	MARKETING	CONSUMER BEHAVIOUR
SEMESTER 3	APPLIED RESEARCH METHODOLOGY	OPERATIONS MANAGEMENT	LANGUAGE	MARKET RESEARCH	SALES MANAGEMENT
SEMESTER 4	CORPORATE DESIGN AND BEHAVIOUR	DIGITAL MARKETING AND BUSINESS MODELS	ENTREPRENEURSHIP PROJECT	BRAND MANAGEMENT	GLOBAL MARKETING STRATEGY
SEMESTER 5	SEMESTER + INTERNSHIP ABROAD				
SEMESTER 6	FINANCE & BANKING	MANAGING ORGANISATIONS	ECONOMICS	BUSINESS AND SOCIETY	
SEMESTER 7	BACHELOR THESIS				

 **CORE MODULES**

 **SPECIALISATION MODULES**

 **ELECTIVES**

(In semesters 6 and 7 students specialise further by choosing modules from a wide range of topics in the following thematic areas)

All information is intended to provide a general overview of the study programme. Frankfurt School of Finance & Management reserves the right to modify the curriculum, the schedule or any parts thereof. The same applies to the tuition fees and internal and external examination fees.