

Certificate Marketing

This program is designed for bachelor's degree international students. From marketing research, target groups and their marketing behavior to brand management and digital marketing. It is highly recommended that students already have completed some studies in management or the basics of marketing.

30 ECTS

Brand Management & Marketing Communication (10 ECTS)

Marketing & Consumer
Behavior
(10 ECTS)

International Business (10 ECTS)

Sophia Sturm / International Affairs Officer Mail: wiwi-international@hs-koblenz.de

Phone: +49 261 9528 756

