



MARKETING

„TRYING TO SAVE MONEY BY NOT ADVERTISING IS LIKE STOPPING A CLOCK TO SAVE TIME.“

(Quote based on Henry Ford)

The ongoing trends of globalization and digitalization means it is more important than ever for companies to identify their customers' needs early on. The multi-faceted field of marketing is key here, as it deals with market research and development, current and future trends and peoples' purchasing and decision-making behaviors. With support from innovative concepts and measures, marketing seeks to create unique selling points and competitive advantages that acquire and retain customers in the long term. Marketing specialists first define goals, then formulate marketing and sales strategies so as to develop the concrete measures for the operational level. Marketing majors at ISBA Freiburg learn how to apply marketing concepts and techniques in their chosen field. Students in the cooperative study program learn all facets of today's marketing-oriented thinking and actions — and thus, are prepared and able to survive and thrive in the modern highly competitive business world.

Study Program Content:

- Fundamentals of Marketing
- Principles of Design and Layout
- Marketing Research
- Consumer Behaviour
- Marketing Communications
- Brand Management
- Customer Relationship Management
- Product and Pricing Decisions
- Communication and Distribution
- Issues and Trends in Marketing



DENNIS GINGELE

Graduate, Shopping Account Manager at Google/Ireland

“The Bachelor’s degree ‘International Business Management’ at the University of Cooperative Education in Freiburg is an international degree with state recognition. What I learned during my studies there was ideal prep for then obtaining my Master’s degree at the renowned Trinity College in Dublin.”

PRIVATE UNIVERSITY – INTERNATIONALLY RECOGNIZED DEGREE!

YOUR STUDIES AT ISBA IN FREIBURG

Degree: Bachelor of Arts (B.A.) in International Business Management

Core Specialisms: Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Program Content: Business Administration, Economics, Social and Methodological Competences, Digitalization, Corporate Social Responsibility, Internationalization and Sustainability. Electives: Module Groups in Event Management, Hotel Management, Real Estate Management, Marketing or Sports Management

Flexible starting dates: July 1, October 1 and January 1

Study Duration: 6 Semesters

Prerequisites: High School/GCSE (general or vocational, minimum average 3.0 / C) or advanced technical college certificate; successful admission interview at ISBA in Freiburg, training/apprenticeship contract with a partner enterprise. For a cooperative education program of studies at ISBA in International Business Management, applicants must provide proof that their English language skills correspond to level B1 of the Common European Framework of Reference for Languages (CEFR). Instruction at ISBA is also given in the German and/or Spanish languages. Therefore, applicants must also demonstrate that they have attained a level corresponding to the CEFR level C1 in one of these two languages.

Costs: Initial registration fee: 250 EUR, Tuition: 580 EUR per month, Student services fee: 168 EUR per year (Status: 2022)

Application: Online at www.isba-freiburg.de/bewerbung

The University of Cooperative Education (ISBA— Internationale Studien- und Berufsakademie) is state recognized in accordance with the Saarland Cooperative Education University Law of March 27, 1996 (last revised on October 14, 2014.)

This state recognition was broadened by the Saarland State Chancellery to include our university in Freiburg.

Further in 2021, the study program “International Business Management “ with its core specialisms had its accreditation extended to 2028 by the AHPGS (German Accreditation Agency in Health and Social Sciences).

The state recognized Bachelor’s degree is principally a qualification for admission to a Master’s program in Germany and abroad. Note that for this, universities have their own admissions criteria you should enquire about. We will gladly answer your questions regarding your possible pursuit of a Master’s program.

PARTNER COMPANY SELECTION

Our company-student liaison team will gladly answer your questions about our corporate partners and upon request, help you in your search for a partner company.

You can reach a team member by phone at: +49 (0)761 791 999 – 70.

You will find an overview of our partner companies at: www.isba-freiburg.de/partnerunternehmen

PRACTICE ADMINISTRATION



DR. PETER BOHAN

Academic Head of the Marketing program

Academic Head of the discipline Marketing; Industry work as Marketing Consultant and Senior Brand Manager; Since 1984, Instructor at various colleges and universities, particularly the renowned Dublin Institute of Technology (DIT); Member of the ISTTE and the Marketing Educators’ Association.

Accredited by:

