

BACHELOR OF ARTS (B. A.)

# GLOBAL DIGITAL MARKETING AND SALES



Business



english

FACULTY OF MANAGEMENT AND SALES

**"To be successful in online business, companies must adapt to an ever-changing digital landscape. Our new degree program prepares students optimally for these challenges by providing extensive training"**

Prof. Dr. Christian Buske, Dean of Studies

## CAREER PERSPECTIVES

Graduates of the GDMS B.A. will be thoroughly qualified for leading positions in digital economy, i.e. multinational companies, Start-ups as well as entrepreneurial projects. Our campus is ideally situated near many industry leaders and therefore offers a multitude of opportunities for internships, collaborations and career paths. Since the knowledge imparted spans across several disciplines and industries, this course enables you to start a successful career in marketing, sales and e-business.

## COURSE CONTENT

The qualification goals for the Bachelor's degree program in Global Digital Marketing and Sales include sound general business management skills with a focus on digital marketing and sales and global applicability through the foreign language skills acquired. Deep insights into digital transformation, business models, digital marketing and e-commerce build solid expert knowledge, which is complemented by practical learning experiences such as an industrial internship, workshops and excursions with nearby industry leaders.

## COURSE FOCUS

After gaining knowledge in the basics of business administration, economics and applied mathematics, students will receive in-depth teaching about online business where the courses will focus on digital marketing, usability engineering and innovation management. Strategic leadership skills in digital business processes are also part of the training. To ensure the international orientation of the course beyond the course contents, students will receive language classes to gain proficiency in either German or Spanish.

## COURSE OF STUDY (FULL TIME)

ADMISSION  
REQUIREMENTS

- › **German students:**  
you need to hold an academic school-leaving qualification which entitles you to admission to higher education (Abitur, Fachhochschulreife)
- › **International students:**  
If you obtained your university entrance qualification in a country other than Germany you need to verify if your school-leaving and / or university certificate is sufficient to study in Germany ([www.uniassist.de/en/tools/check-universityadmission/](http://www.uniassist.de/en/tools/check-universityadmission/)). If not, you need to complete a preparatory year at Studienkolleg Konstanz (application deadline June 1st)
- › The program is taught entirely in English language. B2 language skills are essential to successfully complete the coursework

## START OF PROGRAMME

Winter semester  
**Closing date for applications:**  
 › 15 July

## APPLICATION

You can find all information you need for your application at  
[hs-heilbronn.de/en/bachelor-application](http://hs-heilbronn.de/en/bachelor-application)

## ADVICE

**Course-related Advisory Service**  
 Tel.: +49 791 946 313 12  
 E-mail: [gdms@hs-heilbronn.de](mailto:gdms@hs-heilbronn.de)  
[hs-heilbronn.de/en/gdms](http://hs-heilbronn.de/en/gdms)

**Central study programme administration**  
 The team of the Central Student Advisory Service is at your disposal for orientation and initial counseling.  
 Tel.: +49 7131 504-6693  
 E-Mail: [zentralestudienberatung@hs-heilbronn.de](mailto:zentralestudienberatung@hs-heilbronn.de)

## CONTACT

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