

Bachelor's degree programme
Marketing & International Business
- fully taught in English -

Study programme

Starting in summer semester 2026

6 th semester	Project Management 3 ECTS	Work-integrated Learning 15 ECTS			Bachelor Thesis (in English) 12 ECTS	
5 th semester	Semester abroad (Electives beyond marketing and international business) 30 ECTS					
4 th semester	Social Media Marketing 5 ECTS	Integrated Marketing Communications 5 ECTS	B2B Marketing 5 ECTS	International Business 2 (Case Studies) 5 ECTS	Applied Digital Marketing Practices 5 ECTS	Electives International Business 5 ECTS
3 rd semester	Consumer Research 5 ECTS	Digital Marketing 5 ECTS	Market Research 5 ECTS	International Business 1 5 ECTS	Current Trends in International Business 5 ECTS	Electives Marketing (e.g., Marketing Controlling, Mathe II) 5 ECTS
2 nd semester	Operations Management 5 ECTS	Finance, Investing, Accounting, Taxation 5 ECTS	Economics II 5 ECTS	Organization & HR Management 5 ECTS	Applied AI & New Technologies 5 ECTS	Statistics 5 ECTS
1 st semester	Introduction to Business Administration 5 ECTS	Business Maths 5 ECTS	Economics I 5 ECTS	Marketing Basics 5 ECTS	Digital Transformation 5 ECTS	International Business Law 5 ECTS

Study programme

→ Focus on Marketing

6 th semester	Project Management 3 ECTS	Work-integrated Learning 15 ECTS			Bachelor Thesis (in English) 12 ECTS	
5 th semester	Semester abroad (Electives beyond marketing and international business) 30 ECTS					
4 th semester	Social Media Marketing 5 ECTS	Integrated Marketing Communications 5 ECTS	B2B Marketing 5 ECTS	International Business 2 (Case Studies) 5 ECTS	Applied Digital Marketing Practices 5 ECTS	Electives International Business 5 ECTS
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Study programme

→ Focus on International Business

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Study programme

→ Focus on practical orientation

6 th semester	Project Management 3 ECTS	Work-integrated Learning 15 ECTS			Bachelor Thesis (in English) 12 ECTS	
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About Koblenz University of Applied Sciences



Where we are located



Koblenz University of Applied Sciences is located in the state of Rhineland-Palatinate in the southwest of Germany

Arrival - Departure



City of Koblenz



German Corner and cable car



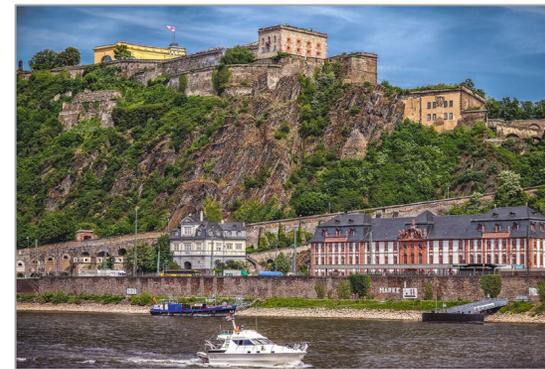
City Castle Koblenz



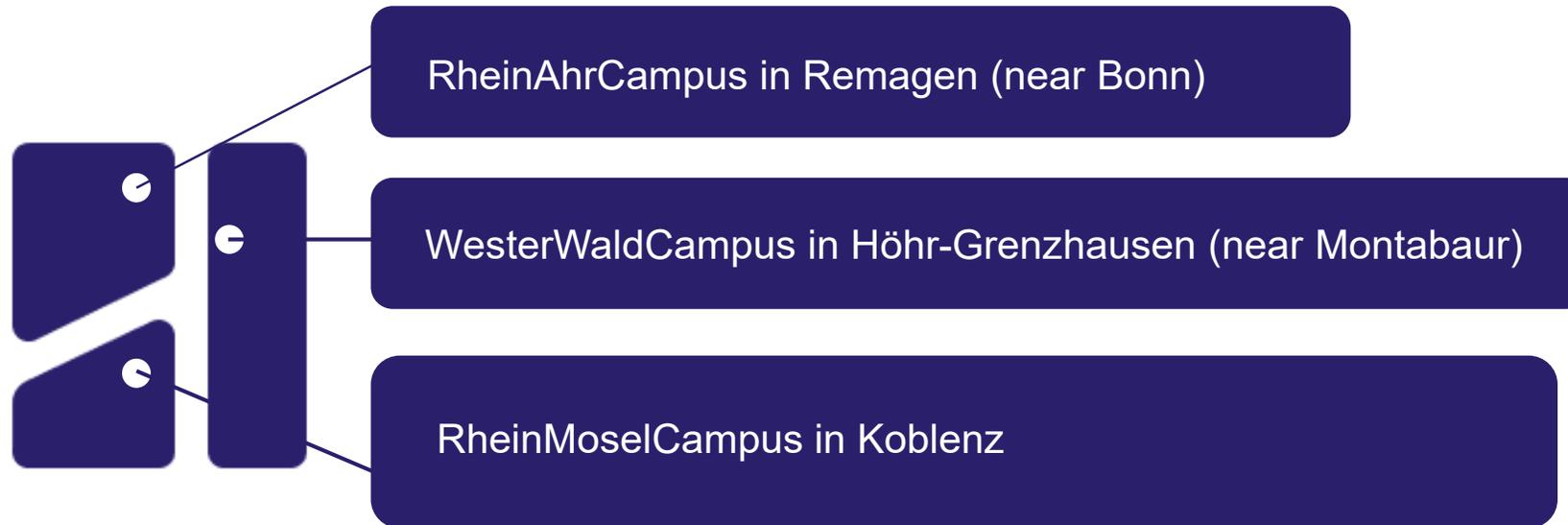
Castle Stolzenfels

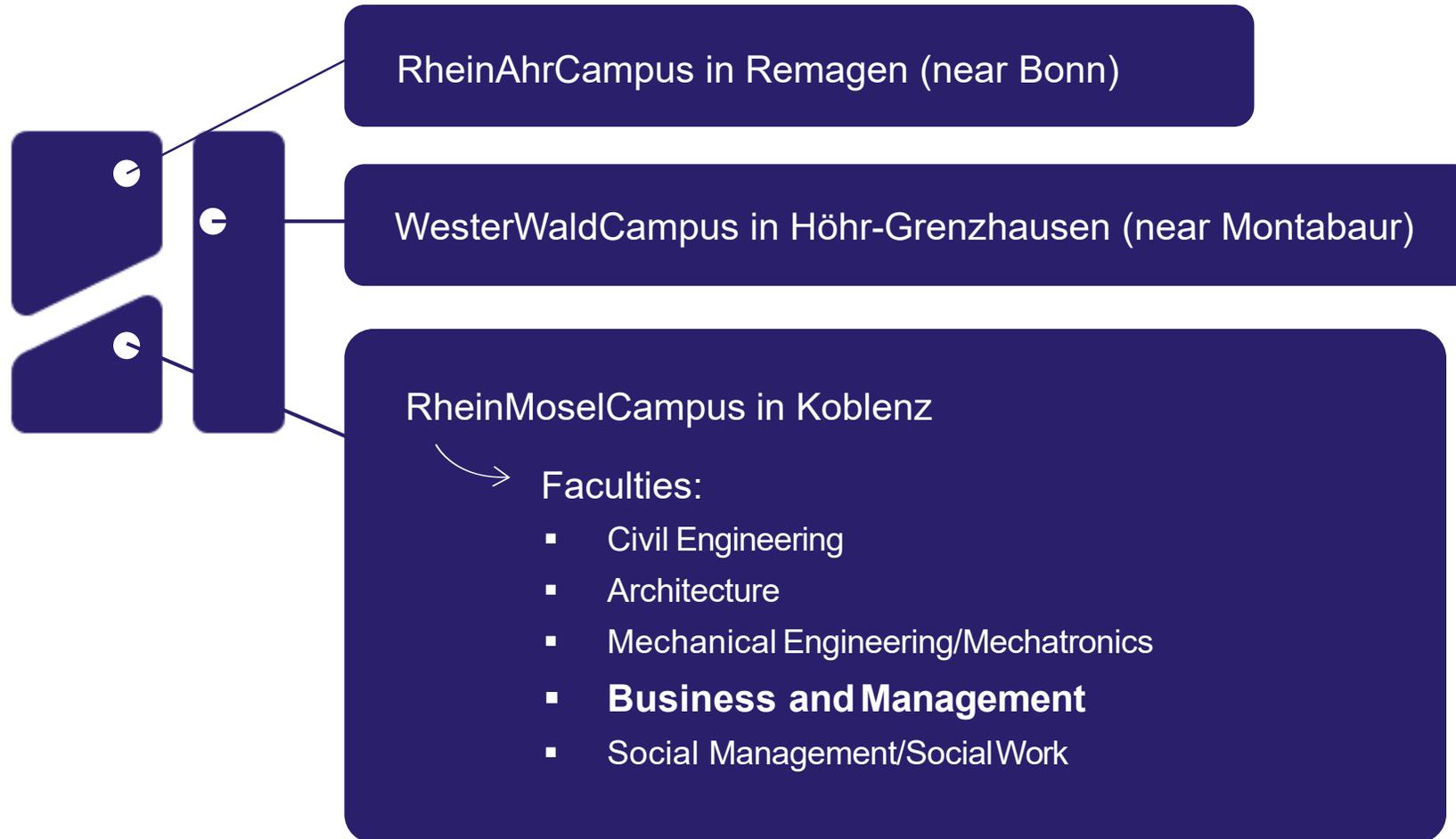


Forum Koblenz (City Mall)



Fortress Ehrenbreitstein





RheinMoselCampus in Koblenz



Facts and figures

- Koblenz University of Applied Sciences

Students in total:	8500
Bachelor degree students:	~ 6600
Master degree students:	~ 1900
Degree programs:	70

→ 1000 international students from about 80 countries



- Because of the **small course sizes**, we have a good student-faculty-ratio
- Professors and academic staff can take excellent care of each student

Bachelor programmes	Master programmes
<ul style="list-style-type: none"><li data-bbox="509 485 1133 642">▪ Bachelor of Science Marketing and International Business (fully in English)<li data-bbox="509 692 1082 856">▪ Bachelor of Science Business Administration (also dual studies)<li data-bbox="509 906 1006 1013">▪ Bachelor of Science Entrepreneurship<li data-bbox="509 1063 1019 1170">▪ Bachelor of Science Industrial Engineering	<ul style="list-style-type: none"><li data-bbox="1345 485 1911 592">▪ Master of Science Business Management<li data-bbox="1345 671 1796 835">▪ Master of Science Human Resource Management<li data-bbox="1345 913 1860 1021">▪ Master of Science Industrial Engineering

<https://www.hs-koblenz.de/wirtschaft/wirtschaft-studieren>



Courses for Incomings

→ **All** offered courses for Incomings are taught in **English**



Language requirements for Incomings:

→ We recommend an **English** language level of **at least B2**, but do not ask for an official Proficiency Language Test in English

For further Information about our faculty and its programmes:

<https://www.hs-koblenz.de/wirtschaft/international/incomings>

E-Mail: wiwi-international@hs-koblenz.de



Via International Office:



Deadlines

- **December 15** for the following summer semester
(March - July)
- **July 15** for the following winter semester
(September - January)

Application

<https://www.hs-koblenz.de/en/rmc/international-office/study-in-koblenz/exchange-program/your-application>

E-Mail: incoming@hs-koblenz.de



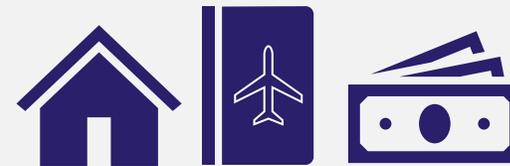
Via International Office:

E-Mail: incoming@hs-koblenz.de

Exchange programme preparation:

<https://www.hs-koblenz.de/en/rmc/international-office/study-in-koblenz/exchange-program/>

- Rooms/Dormitories
- VISA and financial questions
- Orientation Week
- Buddy programme



Academic questions Faculty of Business and Management



Prof. Dr. Sibylle Treude
Faculty Head of Academic
International Affairs

E-Mail: treude@hs-koblenz.de



Prof. Dr. Andreas Hesse
Head of study programme
Marketing and International Business

E-Mail: hesse@hs-koblenz.de

Academic questions Faculty of Business and Management



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International Affairs Officer

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Come and study with us in beautiful Koblenz!



...because of

unique landscapes and discovering wine from the Middle Rhine Valley
- UNESCO-World Heritage



...because of

beautiful architecture and impressive castles



...because of

the interesting history of Koblenz



...because of

good experiences:

“All the **care that the University Incoming staff** has for us. That is something I have really enjoyed. Because of that, the **adjustment process is easier and more enjoyable.**”

“Koblenz is a place where you live **close to two airports**, so it is **easy to move around Germany and Europe.**”

“**Weihnachtsmarkt** (Christmas market) is something very beautiful and fun. I have never seen anything like it on Christmas Eve.”

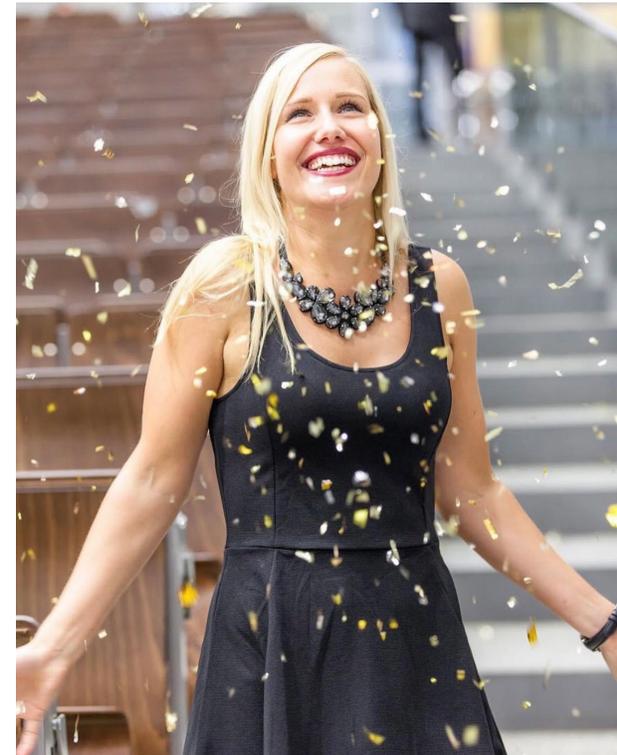
“Koblenz is a very beautiful city, and the people from there are very easygoing and nice to hang out with.”



Luis Filipe Mattos Campelo / PuC-Rio student
(former Incoming summer term 2020)

...because of

our academia and certificates for Incomings



You are just one step away from your unique experience at Koblenz UAS!



Any question?

Do not hesitate to ask any questions about the Faculty of Business and Management – we are happy to help you!

(E-Mail: wiwi-international@hs-koblenz.de)



Sophia Sturm

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