



## **Munich Business School Launches Two New Master Study Programs**

**“Master International Marketing and Brand Management” and “Master Innovation and Entrepreneurship” Will Be Starting in September 2019**

**Munich, November 7, 2018 – Munich Business School (MBS) is adding two new full-time Master programs, taught in English language, to its portfolio of postgraduate study programs. Starting in September 2019, the private Munich-based university of applied sciences will offer a “Master International Marketing and Brand Management” and a “Master Innovation and Entrepreneurship”. Application for both the new Master programs is open with immediate effect.**

Study start for the two new Master programs is scheduled for September 2, 2019. Students first spend two semesters at Munich Business School, followed by a semester abroad at one of MBS’s international partner universities. At the end of their studies, graduates of both programs receive the internationally recognized Master of Arts (M. A.) degree.

### **Master International Marketing and Brand Management**

In the Master International Marketing and Brand Management, the students deepen their general business knowledge, and acquire specialized knowledge in the marketing and brand management areas. Amongst others, the program includes courses on topics such as Integrated Marketing Communication in a Digitalized World, Customer Insight Management, and Marketing of Innovations.

The curriculum also includes two practical projects that prepare the students ideally for their career entry and working life in the marketing industry. Various electives and other course offerings enable the students to further individualize their course of study of the Master International Marketing and Brand Management, and to adapt it to their respective strengths and interests.

Further information on the Master International Marketing and Brand Management study program as well as on the application process are available here: <https://www.munich-business-school.de/en/programs/master-international-marketing-and-brand-management.html>

### **Master Innovation and Entrepreneurship**

The Master Innovation and Entrepreneurship study program focuses on enabling students to develop into successful entrepreneurs. In addition to advanced general business knowledge, students learn in courses such as Ideation, Prototyping and Testing and Founding and Scaling Startups and Innovation Projects how to develop, test, and market innovative business ideas and models. In two practical projects, they put what they have learned into practice and set up their own startup already during their studies.



In the Master Innovation and Entrepreneurship program, students have the opportunity to customize their course of study, as well, and fit it to their respective strengths and interests via choosing from various electives and other course offerings.

Further information on the Master Innovation and Entrepreneurship and how to apply are available here: <https://www.munich-business-school.de/en/programs/master-innovation-and-entrepreneurship.html>

"We are very proud to be able to offer two new, innovative, and future-oriented study programs: the Master International Marketing and Brand Management, and the Master Innovation and Entrepreneurship," says Prof. Dr. Stefan Baldi, Dean of Munich Business School.

"Both programs are based on the scientific core competencies of our university, and were developed together with experts from professional practice. This way, we ensure that our students not only receive an excellent theoretical knowledge base, but are also excellently prepared for a successful career."

### **About Munich Business School**

Since its founding in 1991, Munich Business School (MBS) has educated leaders for the international business world. MBS is one of Germany's best business schools and consistently places amongst the top schools in all relevant university rankings. A highly international approach, applied business knowledge, and a strong network of partners are the cornerstones of the MBS educational model and the basis for all study programs offered: from the Bachelor to the Master and MBA programs to the DBA. MBS is Bavaria's first private university and has received unlimited state accreditation by the Bavarian State Ministry, and institutional accreditation by the German Council of Science and Humanities.

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