



MARKETING MANAGEMENT IN TOURISM (M.A.)

With greater emphasis placed on it by government and industry and economic development and globalization making travel open to new customers, touristic activity is increasing and tourism has emerged as an important discipline to study.

There are countless aspects to tourism and correspondingly also specialization options for students of tourism. Some of the most popular are travel agency, hotel and resort staff management or tour guide, but the possibilities stretch as far as hospitality management or tourism-related transportation professional (working with airlines, coach companies etc.).

A career in tourism requires people-oriented skills such as being open-minded, enjoying interacting with others and taking pride in ensuring customer satisfaction. There are of course also tasks related to technical competencies, but the focus remains on the social dimension.

Requirements:

- Bachelor's degree in the field of Tourism
- Complete application form
- Motivation letter
- u-pass test
- If the student is not proficient in the German language, he or she can book the Master's together with a German course

Duration: 24 months

Place of study: Schwerin

Place of German Course: Kiel

SERVICE LIST

- 24 Month's tuition
- Examinations
- Registration
- Personal mentoring during the Master 24 months
- Intercultural Training during the Master 24 months
- Extra language course during the Master 24 months
- Intensive language course 9 months beforehand (if A0 before the Master starts)
- Accommodation during the language course (accommodation for the Master can be booked extra for 3500 Euros/12 months in Schwerin)
- Registration fee for the language course if language course is necessary
- Exam fee for language course if language course is necessary
- Excursions and trips during the language course