

## Alumni interview

**Dear Mr. Kleebauer, why did you choose the EMBM?**

I was looking for an MBA program to round out my profile with business knowledge. From my perspective, the EMBM is a focused MBA degree, costing significantly less than traditional MBA programs, although the courses are basically similar.

**Well, what role did it play that you had already studied at FU?**

I have always felt comfortable at FU, especially because I have experienced the administrative processes to be very efficient. The location Berlin was very convenient for me.

**What advice would you give to Bachelor's students when faced with the decision to find a Master's?**

On the one hand, I would advise them to attend lectures of master's programs that interest them. On the other hand, it has helped me personally to apply for jobs before the end of the bachelor's degree that are particularly interesting. Each job rejection motivated me to expand my knowledge and skills towards the announced requirements. This combination has ultimately led me to choose the EMBM. In the end, I am very satisfied that I now have a more acute economic view of the important interrelationships.

**Many thanks and all the best for the future!**



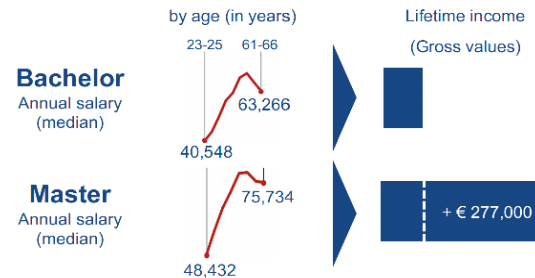
An interview with:

Leonardo Kleebauer

EMBM alumni & former Bachelor and Master student in chemistry at the Freie University of Berlin

## The EMBM is paying off!

According to an analysis by the Internet platform Gehalt.de, bachelor's graduates earn around €40,500 a year when they start their careers. Master's graduates, on the other hand, start their careers later and initially earn around €48,400. Looking at the cumulative income over a lifetime, a master's degree is worthwhile from the age of 40. Looking at lifetime income at the end of their career, master's graduates earn about €277,000 more than bachelor's graduates



The EMBM degree can even reinforce this effect! In addition to the basic salary increase from a Master's degree, EMBM graduates also benefit from two additional years of work experience that usual Master's graduates cannot prove. So the tuition fees of €17,000 are very likely to pay off!

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**EMBM**  
Master of Business Marketing

Your one-year fast-track to a master's degree  
in business marketing



# The program at a glance

<b>Target group</b>	Bachelor graduates and (junior) executives with a focus on marketing products or services to business customers (B2B)
<b>Admission requirements</b>	<ul style="list-style-type: none"><li>• University degree</li><li>• Professional experience of at least one year, preferably in the area of product or service marketing to business customers</li></ul>
<b>Contents</b>	<ul style="list-style-type: none"><li>• Marketing</li><li>• Sales</li><li>• Strategy</li><li>• Management</li><li>• Leadership Skills</li></ul>
<b>Duration</b>	1 year (2 semesters)
<b>Start</b>	Beginning of October
<b>Degree</b>	University degree MBM „Master of Business Marketing“
<b>Costs</b>	€ 17,000 incl. study materials
<b>Application Deadline</b>	June 30 max. 30 study places

## Study contents

The EMBM program provides you with the business know-how you need to successfully market products and services to business customers: Marketing and sales knowledge as well as basics in strategy, management, controlling, pricing and e-business.

## Concept

The EMBM is a part-time distance learning program with integrated classroom seminars at the Freie Universität Berlin.

### Distance learning phases

In the distance learning program, you will acquire theoretical knowledge based on the materials provided. You will apply these independently to your own professional practice in assignments or you will be examined in written exams. Your personal study support is provided individually by telephone, e-mail and via an eLearning portal.

### Face-to-face seminars

The face-to-face seminars take place in Berlin. In the seminars, the knowledge acquired in the distance learning program is combined and deepened by lectures, practical case studies, group work, presentations and discussions.

„The study program has shown me in an impressive way how I can use theory and systematics to cope with my practical tasks in the company.“

Dipl.-Ing. (FH) Andreas Glogowsky, MBM  
SIEMENS AG; Industry Automation Division

## Financing of tuition fees

Tuition fees of €17,000 are a lot of money. However, this reflects personal support from academic staff, your personal knowledge gain, the cost of learning materials and other aspects. There are three classic ways you can finance the fees:

Independent financing

Participation by your organization

Scholarship

We recommend that you talk to your employer. The EMBM study program also has a high added value for your employer. You can bring the knowledge you have gained in the program into the company. In addition, the topic of your master's thesis can be co-determined by the employer, which increases the practical relevance for both sides (e.g. by developing a sales strategy).

You can find more information and make a personal appointment with one of our study advisors at [www.mbm.fu-berlin.de](http://www.mbm.fu-berlin.de).

„The program provided me with a great deal of pleasure and was very inspiring. In addition, it was an important basis for my professional career - specifically also for the time directly after my graduation.“

Dr. Mona Frost, MBM  
BERLIN-CHEMIE AG; Business Unit Manager Check-Up