

# International Business - Strategic Marketing

## Admission requirements

On this page you will find important details of the application process (such as deadlines, admission requirements, required documents and application assessment) for the master's programme in International Business, specialisation Strategic Marketing for the *academic year 2025-2026*.

## Application deadlines

**Tip:** if you are viewing this webpage on your phone, we recommend using landscape mode.

Dates for a start in September 2025 (academic year 2025-2026)	Dates for a start in February 2026 (academic year 2025-2026)	What you need to know about these dates
1 October 2024	1 July 2025	<a href="#">Studielink</a> is open for applications
1 May 2025*	1 November 2025*	Deadline for completing the entire application process for <b>non-EU/EEA</b> applicants (these applicants require a <a href="#">visa or residence permit</a> )
1 June 2025*	1 December 2025*	Deadline for completing the entire application process for applicants from the <b>EU/EEA or Switzerland</b>

\* All deadlines are at 23:59 Central European Time on the date mentioned

### Questions?

Read the [FAQ for master's applicants](#)

Contact us via [masteradmissions-sbe@maastrichtuniversity.nl](mailto:masteradmissions-sbe@maastrichtuniversity.nl)

## Are you a non-EU citizen requiring a visa/residence permit for study?

Please note that Maastricht University can **only** formally apply for your visa/residence permit if you have met all admission and enrolment requirements.

This means you have to have completed all admission and enrolment tasks in the MyApplication portal (except the tasks 'Arrange visa / legal residence' and 'Send certified copy of diploma') before we can send your application to the IND (Dutch Immigration and Naturalisation Service).

We have to send the application to the IND **before 1 July if you are starting your studies in September**. Please note: A few pre-master's and master's programmes offer a start in February. If you are applying to start your studies in February, we have to send the application to the IND before 1 December. You can find out if your study programme offers a start in February on the admission requirements web page of that programme ([pre-master's](#), [master's](#)).

Therefore, we **strongly recommend** that you reconsider applying for this study programme if you are not sure that you will meet the following requirements before 1 July/1 December (if applicable in your situation):

- Having remedied all subject and/or language deficiencies (if applicable)
- Having qualified for admission to your study programme, including being selected ([if applicable to your study programme](#)) AND
- Having paid the tuition fee for your study programme

## Required documents based on your educational background

### With which degree are you applying?

#### Relevant Dutch or Flemish NVAO-accredited diploma

If you have a bachelor's diploma from a Dutch university, you are eligible for admission. If your bachelor's or master's programme is mentioned on the list of [relevant NVAO-accredited programmes](#), the following documents are required for your application:

- **Grades transcript of your bachelor's programme**  
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English.
- **Copy of your diploma (if obtained)**
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.

- **Motivation letter**  
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**  
Upload proof of all relevant statistics courses you followed during your bachelor's programme. Indicate in a separate document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

## **UM School of Business and Economics diploma**

If you are a student at Maastricht University (UM) and you have one of the following diplomas or certificates, you meet the admission requirements for this master's programme. However, you still need to apply through Studielink and complete the tasks in the MyApplication portal before the deadline mentioned above.

- a UM bachelor's degree in Business Analytics
- a UM bachelor's degree in Business Engineering
- a UM bachelor's degree in Economics and Business Economics
- a UM bachelor's degree in International Business
- a UM pre-master's certificate in Business Intelligence and Smart Services
- a UM pre-master's certificate in Digital Business Economics
- a UM pre-master's certificate in Global Supply Chain Management and Change
- a UM pre-master's certificate in International Business (all specialisations)
- a UM pre-master's certificate in Learning and Development in Organisations

Except for a copy of your valid passport, you do not need to upload any other documents in the MyApplication portal.

## Dutch university diploma

If you have a bachelor's diploma from a Dutch university, you are eligible for admission. The following documents are required for your application:

- **Grades transcript of your bachelor's programme**  
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English.
- **Copy of your diploma (if obtained)**
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**  
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**  
Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **Proof of academic capabilities**  
Demonstrate your academic capabilities by choosing one of the options below:
  - *Option 1:* Submit a [portfolio](#). Please use the standard template and insert all your proof into the file.
  - *Option 2:* GMAT Exam with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme
  - *Option 3:*  
  
GMAT Exam (old version) with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.
  - *Option 4:* GRE test with a score that is equivalent to the minimum GMAT scores (old exam).  
[More information about the GMAT/GRE test](#)
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

## International AACSB or EQUIS accredited diploma

If you are an international student with a bachelor's diploma from a university or university of applied sciences, you are eligible for admission. If your bachelor's or master's programme is [AACSB or EQUIS accredited](#), you need to provide proof of this (e.g. a stamped and signed transcript of grades). Please note that the burden of proof rests with the applicant. The following documents are required for your application:

- **Grades transcript of your bachelor's programme**  
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English
- **Copy of your diploma (if obtained)**
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**  
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**  
Upload proof of all relevant statistics courses you followed during your bachelor's programme. Indicate in a separate document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **Proof of academic capabilities**  
Demonstrate your academic capabilities by choosing one of the options below:
  - *Option 1:* Submit a [portfolio](#). Please use the standard template and insert all your proof into the file.
  - *Option 2:* GMAT Exam with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme
  - *Option 3:*  
  
GMAT Exam (old version) with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.
  - *Option 4:* GRE test with a score that is equivalent to the minimum GMAT scores (old exam).  
[More information about the GMAT/GRE test](#)
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In addition:

- Students who have received their prior education in a non-EU/EEA country need to **pay the €100 [handling fee](#)**
- Students with a non-EU/EEA nationality need to submit **proof of [English proficiency](#)**

In the MyApplication portal, you will find more information about these tasks.

## **International diploma (non-AACSB or EQUIS accredited)**

If you are an international student with a bachelor's diploma from an international university or university of applied sciences, you are eligible for admission. The following documents are required for your application:

- **Grades transcript of your bachelor's programme**  
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English
- **Copy of your diploma (if obtained)**
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**  
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**  
Upload proof of all relevant statistics courses you followed during your bachelor's programme. Indicate in a separate document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **Proof of academic capabilities**  
Demonstrate your academic capabilities by choosing one of the options below:
  - *Option 1:* GMAT Exam with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme
  - *Option 2:*

GMAT Exam (old version) with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.

- *Option 3*: GRE test with a score that is equivalent to the minimum GMAT scores (old exam).

[More information about the GMAT/GRE test](#)

- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In addition:

- Students who have received their prior education in a non-EU/EEA country need to **pay the €100 [handling fee](#)**
- Students with a non-EU/EEA nationality need to submit **proof of [English proficiency](#)**

In the MyApplication portal, you will find more information about these tasks.

## **Dutch HBO diploma + Academic Minor or SBM programme**

If you have successfully finished the Academic Minor or ICT preparatory programme at Zuyd University of Applied Sciences, or SBM-programme at Breda University of Applied Sciences, you meet the admission requirements for this master's programme. The following documents are required for your application:

- **Grades transcript of your bachelor's programme**  
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English.
- **Copy of your diploma (if obtained)**
- **A positive recommendation from Zuyd University of Applied Sciences**
- **A statement from your school indicating that you have completed the Academic Minor or SBM programme successfully**
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

## **Relevant Dutch pre-master's programme**

If you have successfully finished a [relevant pre-master's programme](#), you meet the admission requirements for this master's programme. The following documents are required for your application:

- **Grades transcript of your pre-master's and bachelor's programme**
- **Copy of your diploma (if obtained)**
- **Certificate of enrolment for the pre-master's programme**
- **A statement from the university of your pre-master's programme indicating that you have finished the programme successfully.**
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

## **Dutch HBO diploma**

If you have a Dutch bachelor's diploma from a university of applied sciences (HBO), you are eligible for admission. Although a pre-master's programme, Academic Minor, or SBM-programme is generally recommended, it is possible to apply without it. The following documents are required for your application:

- **Grades transcript of your bachelor's programme**  
Upload an official grades transcript, signed and stamped by your university, plus a translation if the original is not in English.
- **Copy of your diploma (if obtained)**
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Motivation letter**  
Provide good arguments for why you want to do this master's programme at Maastricht University and why you expect that you can successfully complete the programme. This letter should be about 1 or 2 pages long.
- **Description of your statistics courses**  
Upload proof of all relevant statistics courses that you followed during your bachelor's programme. Indicate in a separate document the name of the course(s), the number of credits you received and a short course description (max. 10 sentences per course). If you did not have any statistics in your bachelor's programme, please indicate this as well.
- **Proof of academic capabilities**  
Demonstrate your academic capabilities by choosing one of the options below:
  - *Option 1:* Submit a [portfolio](#). Please use the standard template and insert all your proof into the file.



- *Option 2:* GMAT Exam with a test score of 515 or more. If your score is 595 or higher and if you meet all other admission requirements, you will be automatically admitted to the programme.
- *Option 3:*

GMAT Exam (old version) with a total score of 550 or higher and a minimum score of 4.0 on the Analytical Writing Assessment. If your total score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, and if you meet all other admission requirements, you will be automatically admitted to the programme.

- *Option 4:* GRE test with a score that is equivalent to the minimum GMAT scores (old exam).

[More information about the GMAT/GRE test](#)

- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In the MyApplication portal, you will find more information about these tasks.

## How do we assess your application?

When you want to apply or are applying to this study programme, it is useful to know how we assess your application. You can find more information about this here.

The Board of Admission evaluates the quality of your application by looking at your GMAT score/Proof of Academic Capabilities (if applicable), IELTS/TOEFL score (if applicable), Grade Point Average, the level of statistics and mathematics and at how well your bachelor's programme corresponds with the master's programme. Besides this, the Board looks at your motivation, relevant work experience, international experience and extra-curricular activities. Based on this information, the Board of Admission will decide whether you can be admitted to the programme or not.

Assessment happens **on a rolling basis**. This means that, once you submit a complete file with all the minimum required scores, it will be presented to the Board of Admission. We will not wait until the deadline before we present your file to the Board. You will receive a **decision within 2-4 weeks** after completion of your file.