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[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 a *study start in February 2023*.

*On 1 July 2022 we started using a completely renewed application portal, the MyApplication portal. Are you applying for a study start in February 2023? Then you can do so in this new portal by following the steps described on the Admission & Registration page (see the darkblue menu on the lefthand side of this page).*

*Are you working on your application & enrolment for a study start in September 2022? Then you can complete your application & enrolment in the (old) MyUM portal (open the PDF in the sidebar for more information).*

Information about a study start in September 2023 will be published on this page on 1 October 2022.

### Are you starting your studies in September 2022?

You can find the relevant admission requirements in the PDF below.

[Admission requirements Strategic Marketing - 2022/23](#)

## Important deadlines for study programme application

*This master's programme has **two intakes**: September and February. The information below applies to a study start in February 2023. Information about a start in September 2023 will be published on this page on 1 October 2022.*

When you want to apply or are applying for this study programme, it is important that you inform yourself of the deadlines that you need to meet. The important deadlines when applying for this study programme are provided in the table below.

**Note:** if you are viewing this webpage on your phone, we recommend that you use landscape mode.

### Start February 2023

(deadlines for applying for a **start in February 2024** will be published in June 2023)

| Date   | What you need to know about this date  |
|--|--|
| 1 July 2022                                    | <a href="#">Studielink</a> is open for applications for the academic year 2022-2023 (study start in February 2023)   |
| Up to and including 1 November 2022, 23:59 CET | Deadline for completing the entire application process for <b>non-EU/EEA applicants</b> (these applicants require a <a href="#">visa or residence permit</a> ) |

**Date****What you need to know about this date**

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**Up to and including****1 December 2022,  
23:59 CET**Deadline for completing the entire application process for applicants from **EU/EEA and Switzerland**

## 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.

## Required documents

Select your previous or current education to check what documents you need to upload:

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- [Dutch or Flemish university bachelor's degree](#)
- [Dutch HBO bachelor's degree](#)
- [International bachelor's degree](#)

After your application via Studielink, you will be asked to upload all required documents for the application procedure in the MyApplication portal.

Go to [Admission & Registration](#) to learn more about the admission and registration procedure.

## Dutch or Flemish university bachelor's degree

### UM School of Business and Economics

Are you a student at Maastricht University (UM) and do you have one of the following degrees/certificates? In that case, you are directly admissible:

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

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

Students from another UM bachelor's programme can check the requirements under '[Relevant NVAO-accredited study programme](#)' or '[Other Dutch university bachelor's degree](#)'.

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## Relevant NVAO-accredited study programme

Some study programmes in the Netherlands and Belgium have the so-called NVAO accreditation. Students from relevant NVAO-accredited bachelor's programmes are exempted from taking the GMAT or GRE test.

[List of relevant NVAO-accredited programmes](#)

Is your education mentioned on this list? Then you will be asked to upload the following documents in the MyApplication portal, after your application via Studielink:

- **List of grades of your bachelor's programme**  
Upload a transcript of grades from each university you have attended, plus a translation if the original is not in English.
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Letter of motivation**  
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 Word-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**

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## Other Dutch university bachelor's degree

If you have another bachelor's degree from a Dutch university, you are eligible for admission. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **List of grades of your bachelor's programme**  
Upload a transcript of grades from each university you have attended, plus a translation if the original is not in English.

- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Letter of motivation**  
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 Word-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.
- **Official GMAT or GRE score report or alternative proof of academic capabilities**  
Minimum required GMAT scores: 550 (total score) and 4.0 (Analytical Writing Assessment). If your total GMAT score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, you automatically will be admitted to the programme - if you meet all of the other requirements for admission.  
Please request the test centre to send an official score report directly to Maastricht University, School of Business and Economics. If you cannot take the GMAT or GRE test, it is possible to provide proof of your academic capabilities consisting of analytical, quantitative and verbal skills. Please fill out the standard template [Proof of Academic Capabilities](#) and insert all your proof into the file.  
[More information about the GMAT/GRE test and Proof of Academic Capabilities](#)
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

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## Dutch HBO degree

## Zuyd Hogeschool or Breda University of Applied Sciences

If you have successfully finished the Academic Minor (Zuyd Hogeschool) or SBM-programme (Breda University of Applied Sciences), you are directly admissible. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **List of grades of your bachelor's programme including GPA**  
Upload a transcript of grades including a GPA from each university you have attended, plus a translation if the original is not in English.
- **A positive recommendation from your Zuyd Hogeschool**
- **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**

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## Relevant Dutch pre-master's programme

Are you following or did you finish a relevant pre-master's programme at [one of these Dutch universities](#)? Make sure to highlight this in your application, since this will give you direct access to one of our master's programmes. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **List of grades of your pre-master's and bachelor's programme**
- **Certificate of enrolment for the pre-master's programme**

- **A statement from the university of your pre-master indicating that you have finished the pre-master's programme successfully.** Please use our [standard template](#).
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

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## Other Dutch HBO programme

If you have a Dutch bachelor's degree from a university of applied sciences (HBO), you are eligible for admission. Even though a pre-master programme or Academic Minor/SBM-programme is strongly recommended, it is possible to apply without it. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **List of grades of your bachelor's programme including GPA**  
Upload a transcript of grades including a GPA from each university you have attended, plus a translation if the original is not in English.
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Letter of motivation**  
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 Word-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.
- **Official GMAT or GRE score report or alternative proof of academic capabilities**  
Minimum required GMAT scores: 550 (total score) and 4.0 (Analytical Writing Assessment). If your total GMAT score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, you automatically will be admitted to the programme - if you meet all of the other requirements for admission.  
Please request the test centre to send an official score report directly to Maastricht University, School of Business and Economics. If you cannot take the GMAT or GRE test, it is possible to provide proof of your academic capabilities consisting of analytical, quantitative and verbal skills. Please fill out the standard template [Proof of Academic Capabilities](#) and insert all your proof into the file.  
[More information about the GMAT/GRE test and Proof of Academic Capabilities](#)
- **A recent passport picture**
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## International bachelor's degree

You have obtained or will obtain an international bachelor's degree. However, applicants from AACSB or EQUIS accredited bachelor's programmes need to fulfil different admission requirements than students with another international bachelor's degree.

[AACSB or EQUIS accredited bachelor's programmes](#)

Is your education mentioned on this list? Please go to ['Applicants with a specific AACSB or EQUIS accredited bachelor's degree'](#)

Is your education not mentioned on this list? Please go to ['Applicants with another international bachelor's degree'](#)

## Relevant AACSB or EQUIS accredited bachelor's degree

If your educational institute is [AACSB or EQUIS accredited](#), you need to upload formal proof of this (e.g. a stamped and signed transcript of grades). It is important to know that the burden of proof rests with the applicant. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **List of grades of your bachelor's programme**  
Upload a formal transcript of grades (signed and stamped by your educational institute) from each university you have attended, plus a translation if the original is not in English.
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.
- **Letter of motivation**  
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 Word-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.
- **Official GMAT or GRE score report or alternative proof of academic capabilities**  
Minimum required GMAT scores: 550 (total score) and 4.0 (Analytical Writing Assessment). If your total GMAT score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, you automatically will be admitted to the programme - if you meet all of the other requirements for admission.  
Please request the test centre to send an official score report directly to Maastricht University, School of Business and Economics. If you cannot take the GMAT or GRE test, it is possible to provide proof of your academic capabilities consisting of analytical, quantitative and verbal skills. Please fill out the standard template [Proof of Academic Capabilities](#) and insert all your proof into the file.  
[More information about the GMAT/GRE test and Proof of Academic Capabilities](#)
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

In addition, Non-EU/-EEA students have to:

- **Pay the €100 [handling fee](#)**
- **Proof of [English proficiency](#)**

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## Other international bachelor's degree

If you have another international bachelor's degree from a university or university of applied sciences (e.g. not AACSB or EQUIS accredited), you are eligible for admission. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **List of grades of your bachelor's programme**  
Upload a transcript of grades from each university you have attended, plus a translation if the original is not in English.
- **Curriculum vitae**  
List your education, relevant extracurricular activities, internships and (professional) experience.



- **Letter of motivation**  
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 Word-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.
- **Official GMAT or GRE score report**  
Minimum required GMAT scores: 550 (total score) and 4.0 (Analytical Writing Assessment). If your total GMAT score is 650 or higher and the Analytical Writing Assessment score is 4.0 or higher, you automatically will be admitted to the programme - if you meet all of the other requirements for admission.  
Please request the test centre to send an official score report directly to Maastricht University, School of Business and Economics. [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, Non-EU/-EEA students have to:

- **Pay the €100 [handling fee](#)**
- **Proof of [English proficiency](#).**

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## Questions?

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

*If you experienced delays in your studies due to COVID-19, you can enrol in this master's programme before you have completed your prior education. Read more about the ['zachte knip' regulation](#).*