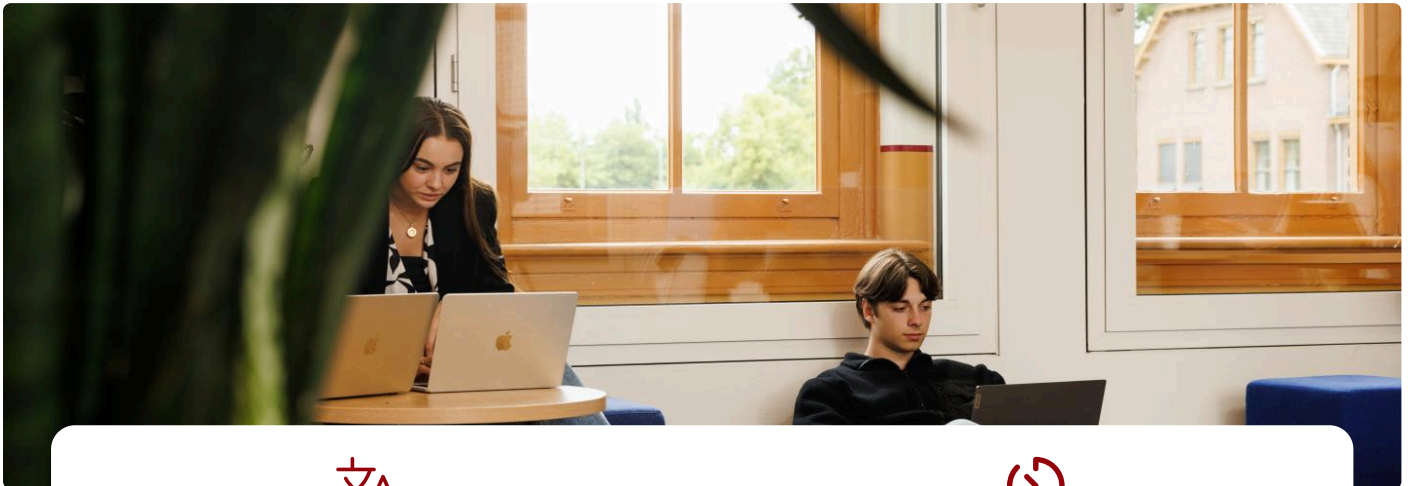




English
Language



Full Time
Format



February
September
Start date



Maastricht
Location

Master

International Business - Strategic Marketing

This programme explores marketing in international business. It combines data-driven strategies, customer insights, and innovation management to develop skills for top-level decision-making in strategic marketing.

Contact us

International Business - Strategic Marketing

Why this programme

Courses & curriculum

Your future

> Admission requirements

Admission & enrolment

Tuition fees

Contact

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 2026-2027*.

Questions?

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

 Contact us via masteradmissions-sbe@maastrichtuniversity.nl

Application deadlines

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

Dates for a start in February 2027(academic year 2026-2027): As soon as possible after 1 July 2026

Dates for a start in September 2026(academic year 2026-2027) : As soon as possible after 1 October 2025

What you need to know about these dates: Apply via [Studielink](#)** (open for applications from this date)

Dates for a start in February 2027(academic year 2026-2027): 1 November 2026*

Dates for a start in September 2026(academic year 2026-2027) : 1 May 2026*

What you need to know about these dates: Deadline for completing the entire application process if you have a **non-EU/EEA nationality** (these applicants require a [visa and/or residence permit](#))

Dates for a start in February 2027(academic year 2026-2027): 1 December 2026*

Dates for a start in September 2026(academic year 2026-2027) : 1 June 2026*

What you need to know about these dates: Deadline for completing the entire application process if you have an **EU/EEA or Swiss nationality**

Dates for a start in February 2027(academic year 2026-2027): 1 January 2027

Dates for a start in September 2026(academic year 2026-2027) : 1 August 2026

What you need to know about these dates: Strongly recommended deadline for [paying the tuition fee](#)

Dates for a start in February 2027(academic year 2026-2027): 31 January 2027*

Dates for a start in September 2026(academic year 2026-2027) : 31 August 2026*

What you need to know about these dates: Deadline for completing all tasks in the MyApplication portal***

If you need a [visa and/or residence permit](#), you must complete most tasks by an earlier date.

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

***Studielink is the national registration system for higher education.*

****The MyApplication portal is Maastricht University's application and enrolment platform.*

Visa/residence permit for study

Are you a non-EU/EEA national requiring a visa/residence permit for study? Click here for more information

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 'visa/residence permit'-task and the 'send certified copy of diploma'-task) before we can send your application to the IND (Dutch Immigration and Naturalization 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 and master programmes offer a start in February. If your study programme offers a start in February and you want 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

Relevant Dutch or Flemish NVAO-accredited diploma



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 a separate document in which you list all relevant statistics courses you followed in your bachelor's programme. Indicate the name(s) 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**

⦿ **Permission for document verification form**

If your diploma is not verified by DUO (Dienst Uitvoering Onderwijs, the Dutch government agency responsible for education-related matters), you will need to upload the form 'Permission for document verification' in the MyApplication portal. This form allows Maastricht University to verify your diploma, grades transcript or other required documents directly with the issuing institution or relevant qualification registry.

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

UM School of Business and Economics diploma



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 Econometrics and Operations Research
- ⦿ 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



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 a separate document in which you list all relevant statistics courses you followed in your bachelor's programme. Indicate the name(s) 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.
- *Option 2:* GMAT Exam with a test score of 515 or higher. 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. Please check the required total score on the [GRE admissions table](#). The minimum required Analytical Writing Assessment score is 3.5.

 [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



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 study programme is AACSB or EQUIS accredited*, you need to provide proof of this (e.g. an official transcript of grades). Please check whether your study programme is AACSB or EQUIS accredited on the AACSB and EQUIS websites:

Please find all AACSB-accredited institutions [here](#)

Please find all EQUIS-accredited institutions [here](#)

* Please note that a study programme must be part of the university's accredited institution as stated on the AACSB and EQUIS websites in order to be considered an AACSB or EQUIS accredited programme. 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 a separate document in which you list all relevant statistics courses you followed in your bachelor's programme. Indicate the name(s) 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.
- *Option 2:* GMAT Exam with a test score of 515 or higher. 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. Please check the required total score on the [GRE admissions table](#). The minimum required Analytical Writing Assessment score is 3.5.

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

🕒 **A recent passport picture**

🕒 **A copy of your valid passport or your EU/EEA identity card**

🕒 **Permission for document verification form**

If your diploma is not verified by DUO (Dienst Uitvoering Onderwijs, the Dutch government agency responsible for education-related matters), you will need to upload the form 'Permission for document verification' in the MyApplication portal. This form allows Maastricht University to verify your diploma, grades transcript or other required documents directly with the issuing institution or relevant qualification registry.

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](#)**

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

International diploma (non-AACSB or EQUIS accredited)



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 a separate document in which you list all relevant statistics courses you followed in your bachelor's programme. Indicate the name(s) 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 higher. 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. Please check the required total score on the [GRE admissions table](#). The minimum required Analytical Writing Assessment score is 3.5

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

⦿ **A recent passport picture**

⦿ **A copy of your valid passport or your EU/EEA identity card**

⦿ **Permission for document verification form**

If your diploma is not verified by DUO (Dienst Uitvoering Onderwijs, the Dutch government agency responsible for education-related matters), you will need to upload the form

'Permission for document verification' in the MyApplication portal. This form allows Maastricht University to verify your diploma, grades transcript or other required documents directly with the issuing institution or relevant qualification registry.

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, SBM-programme or minor Academic Orientation ✓

Dutch HBO diploma + Academic Minor, SBM-programme or minor Academic Orientation

If you have successfully finished the Academic Minor or ICT preparatory programme at Zuyd University of Applied Sciences, the SBM-programme at Breda University of Applied Sciences, or the minor Academic Orientation at Fontys 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, SBM-programme or minor Academic Orientation 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



Relevant Dutch pre-master

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

- ⦿ **Grades transcript of your pre-master and bachelor's programme**
- ⦿ **Copy of your diploma (if obtained)**
- ⦿ **Certificate of enrolment for the pre-master**
- ⦿ **A statement from the university indicating that you have finished the pre-master 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



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, 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 a separate document in which you list all relevant statistics courses you followed in

your bachelor's programme. Indicate the name(s) 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.
- *Option 2:* GMAT Exam with a test score of 515 or higher. 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. Please check the required total score on the [GRE admissions table](#). The minimum required Analytical Writing Assessment score is 3.5.

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

🕒 A recent passport picture

🕒 A copy of your valid passport or your EU/EEA identity card

i 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 in this section.

The Board of Admission evaluates the quality of your application by looking at your GMAT, GRE, or portfolio (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.



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+31 43 388 2222

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Bluesky
Facebook
Instagram
LinkedIn
TikTok
YouTube

Contact

Transparency & Accountability
Privacy & security
Support
Feedback