



[Find another programme](#)
[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 *academic year 2023-2024*.

Important application deadlines

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 tables below.

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

Start in September 2023

Date	What you need to know about this date
1 October 2022	Studielink is open for applications for the academic year 2023-2024.
Up to and including 1 May 2023, 23:59 CET	Deadline for completing the entire application process for non-EU/EEA applicants (these applicants require a visa or residence permit)
Up to and including 1 June 2023, 23:59 CET	Deadline for completing the entire application process for applicants from EU/EEA and Switzerland

Start in February 2024

please note that these dates are subject to change.

Date	What you need to know about this date
1 July 2023	Studielink is open for applications for the academic year 2023-2024 (study start in February 2024)
Up to and including 1 November 2023, 23:59 CET	Deadline for completing the entire application process for non-EU/EEA applicants (these applicants require a visa or residence permit)
Up to and including 1 December 2023, 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:

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

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

Go to Admission & Registration to learn more about the admission and registration procedure.

Dutch or Flemish university 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 qualify for direct admission:

- 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.

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

[Go back to top](#)

Relevant NVAO-accredited study programme

Some study programmes in the Netherlands and Belgium have the so-called NVAO accreditation. If your study programme is mentioned on the [list of relevant NVAO-accredited programmes](#), then you will be asked to upload the following documents in the MyApplication portal, after your application via Studielink:

- **Grades transcript of your bachelor's programme**
Upload a grades transcript 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.
- **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 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**

[Go back to top](#)

Other Dutch university degree

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

- **Grades transcript of your bachelor's programme**
Upload a grades transcript 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.
- **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 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.
- **Proof of academic capabilities or GMAT/GRE score report**
 - *Proof of academic capabilities*
Use the standard template [proof of academic capabilities](#) and insert all your proof into the file.
 - *GMAT/GRE score report*
As an alternative to the above mentioned proof of academic capabilities, you can do a

GMAT or GRE test. 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 will be automatically 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**

[Go back to top](#)

Dutch HBO degree

Zuyd Hogeschool or Breda University of Applied Sciences

If you have successfully finished the Academic Minor or ICT preparatory programme (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:

- **Grades transcript of your bachelor's programme including GPA**
Upload a grades transcript including a GPA from each university you have attended, plus a translation if the original is not in English.
- **A positive recommendation from Zuyd Hogeschool**
- **A statement from your school indicating that you have completed the required programme successfully**
- **A recent passport picture**
- **A copy of your valid passport or your EU/EEA identity card**

[Go back to top](#)

Relevant Dutch pre-master's programme

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

- **Grades transcript 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**

[Go back to top](#)

Other Dutch HBO programme

If you have a Dutch bachelor's or master's degree from a university of applied sciences (HBO), you qualify 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:

- **Grades transcript of your bachelor's programme including GPA**
Upload a grades transcript 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.
- **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 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.
- **Proof of academic capabilities or GMAT/GRE score report**
 - *Proof of academic capabilities*
Use the standard template [proof of academic capabilities](#) and insert all your proof into the file.
 - *GMAT/GRE score report*
As an alternative to the above mentioned proof of academic capabilities, you can do a GMAT or GRE test. 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 will be automatically 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**

[Go back to top](#)

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 on the applicant. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **Grades transcript of your bachelor's programme**
Upload a formal grades transcript (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.

- **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 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.

- **Proof of academic capabilities or GMAT/GRE score report**

- *Proof of academic capabilities*

Use the standard template [proof of academic capabilities](#) and insert all your proof into the file.

- *GMAT/GRE score report*

As an alternative to the above mentioned proof of academic capabilities, you can do a GMAT or GRE test.

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 will be automatically 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:

- 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](#)**

[Go back to top](#)

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 qualify for admission. After your application via Studielink, you will be asked to upload the following documents in the MyApplication portal:

- **Grades transcript of your bachelor's programme**

Upload a grades transcript 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.

- **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 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:

- 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](#)**

[Go back to top](#)



Questions?

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