



CHINA-EUROPE EMBM

Master of Business Marketing

China-Europe Executive Master of Business Marketing

- 16 months part-time executive program by Freie Universität Berlin in cooperation with Guanghua School of Management at Peking University
- Distance study program with on-site seminars in Berlin and China
- Intercultural learning experience with European and Chinese participants
- Content: marketing & sales from a European perspective, China/European & intercultural studies, as well as doing business in China
- Program language: English
- Personal academic supervision and advising
- More than 30 years of experience in executive management education
- Degree earned: “Master of Business Marketing (MBM)” by Freie Universität Berlin; Certificate “Doing Business in China” by Guanghua School of Management, Peking University
- MBM Alumni network

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光华管理学院

Guanghua School of Management