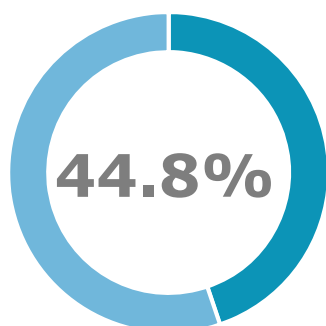


STUDENT & GRADUATE FACT SHEET

Master Marketing

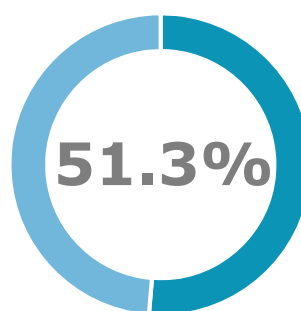


Share of First Generation Students




Source: Master Marketing Beginners' 2020-21 Survey

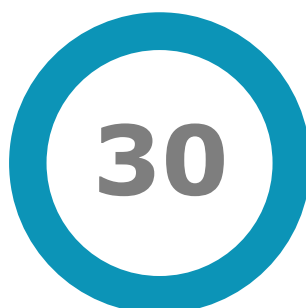
International students 2020-21



Source: Academic Controlling 01/2021, enrolled students Master Marketing

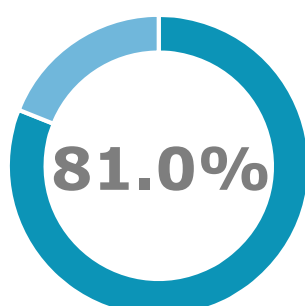
 1st Generation students = students whose parents did not complete an academic degree

Countries of Origin 2020-21



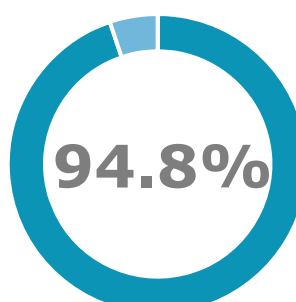
Source: Academic Controlling 01/2021, enrolled students Master Marketing

Graduates 2019-20 with mobility experience



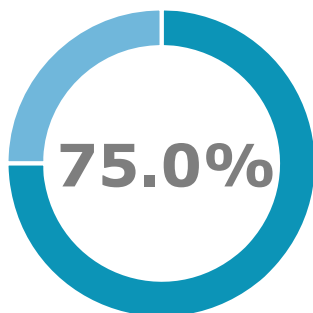
Source: Academic Controlling 01/2021, Master Marketing

Graduates 2019-20 with international experience



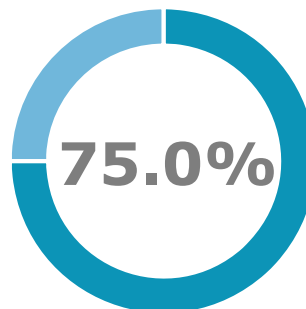
Source: Academic Controlling 01/2021, Master Marketing

Graduates recommending
the program



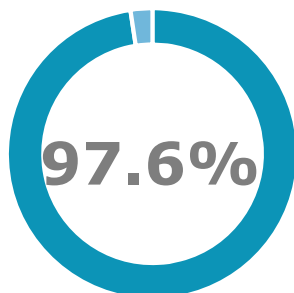
Source: Panel Monitoring 2020-21, Master Marketing alumni 3-5 years after graduation

Graduates' satisfaction with
program



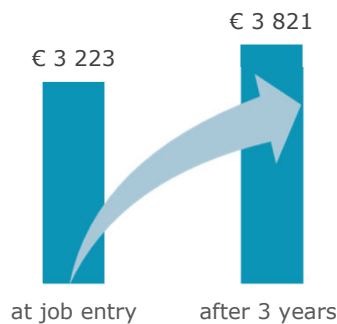
Source: Panel Monitoring 2020-21, Master Marketing alumni 3-5 years after graduation

Graduates in the labour
market employed within 6
months after graduation




Source: Statistik Austria, Graduates 2008-18/19, Data status: 12/2020, Master Marketing

Increase in monthly salary



Source: Statistik Austria, Graduates 2008-18/19, Data status: 12/2020, Master Marketing

 Interpolated monthly gross median including the 13th and 14th salary (often contractually guaranteed compensation in Austria), employment data only from Austrian labour market

