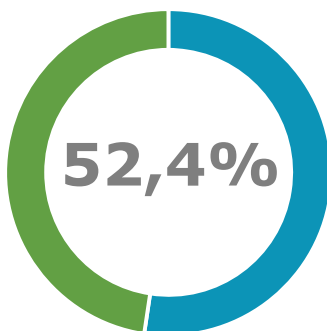


STUDENT & GRADUATE FACT SHEET

Master Marketing

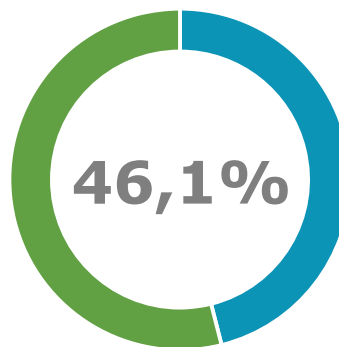


Share of First Generation Students



Source: Master Marketing Beginners' 2018-19 Survey

International students 2019/20



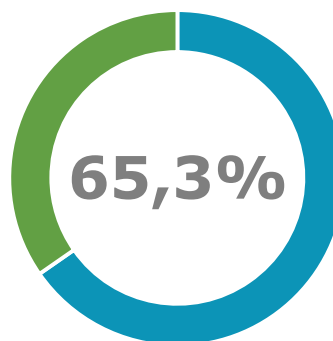
Source: Academic Controlling 01/2020, enrolled students (incl. DD) Master Marketing (n=141)

Countries of Origin



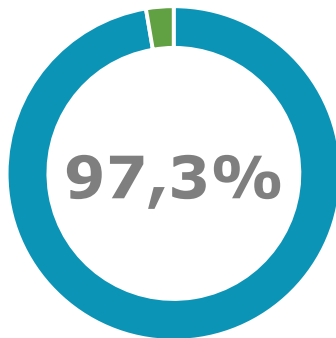
Source: Academic Controlling 01/2020, enrolled students (incl. DD) Master

Graduates 2018-19 with mobility experience



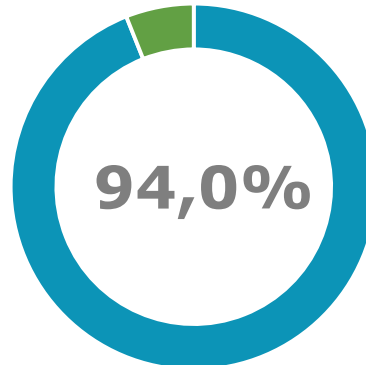
Source: Academic Controlling 01/2020, Master Marketing (n=75)

Graduates 2018-19 with
international experience



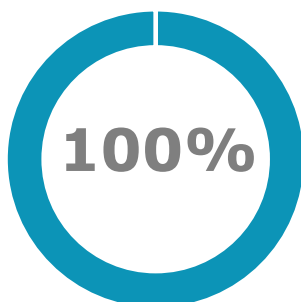
Source: Academic Controlling 01/2020,
Master Marketing (n=75)

Graduates recommending the
program



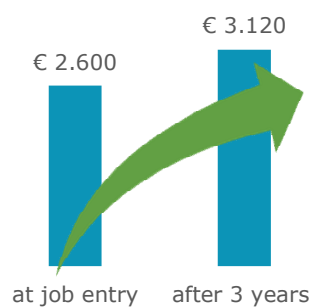
Source: Panel Monitoring 2018-19, Master
Marketing alumni 3-5 years after graduation

Graduates in the labour
market employed within 6
months after graduation



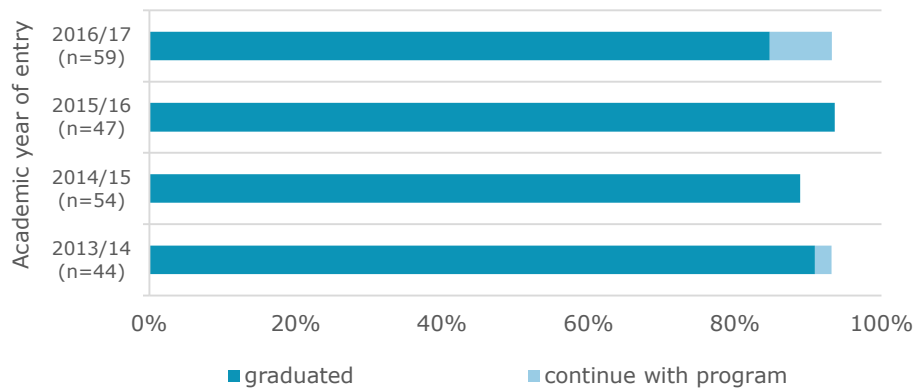
Source: Statistik Austria, Graduate Tracking
12/2018, Master Marketing

Increase in monthly salary



Source: Statistik Austria, Graduate Tracking
12/2018, Master Marketing

Completion Rate: Master Marketing



Time to Completion: Master Marketing (2 year degree)

