

Master of Science (MSc)

Marketing

Application Checklist



Relevant Bachelor's program

A Bachelor program or other equivalent degree program from a recognized Austrian or foreign post-secondary institution is considered relevant for the MSc Marketing when it meets the following two criteria:

- The program comprises at least 180 ECTS credits. 180 ECTS credits correspond to three academic years.
- 45 ECTS credits have to be earned by passing exams in the field of business administration.

Achievement potential

Non-WU Alumni:

- valid GMAT with a total score of 500 or higher

WU Alumni:

- valid GMAT with a total score of 500 or higher or
- GPA¹⁾ + recommendation²⁾ (GPA of 2.5 or lower + academic letter of recommendation)

¹⁾ The **weighted grade point average (GPA)** of all exams completed as part of the relevant WU study program (GPA of 2.5 or lower). WU students can download the GPA confirmation as a PDF. If their GPA is higher than 2.5, WU alumni can still apply for the MSc Marketing program by submitting a GMAT with a total score of at least 500.

²⁾ **Letter(s) of recommendation** written by a course teacher, an advisor or supervisor of an academic thesis, or the educational institution at which the course or courses were attended or the academic thesis was written, detailing the achievement potential.



Sufficient proficiency in English (only ONE of the listed possibilities has to be fulfilled)

- English as native language
- Full bachelor's program done in English (at least three years, university confirmation required)
- Full master's program done in English (at least two years, university confirmation required)
- One of the following valid certificates: TOEFL 100, IELTS 7.0, TOEIC 800, Cambridge English: CAE, CPE or BEC Higher, UNIcert III
- A certificate from a university language department confirming the applicant has achieved level C1 according to the Common European Framework of Reference for Languages. **The certificate has to proof that you took one or more tests to assess your reading, writing, listening and speaking skills. These skills should correspond to level C1 or higher according to the CEFR.** Course transcripts or confirmations about your overall language skills or certain language courses will NOT be accepted as proof of your language skills. If you are not sure whether your language certificate fulfils these criteria, please submit one of the standardized tests mentioned above.
- Graduates of WU's bachelor's program in Business Law and bachelor's program in Business, Economics and Social Sciences already fulfill this requirement.

Required Documents

- Degree Certificate(s): Official transcripts or WU transcript (if WU bachelor)
- Proof of achievement potential (GMAT documentation or GPA + recommendation)
- Information provided by your university about the legally required duration of the program and the number of ECTS credits or credits or weekly hours required for the completion of the program (e.g. Diploma Supplement or confirmation issued by your university, WU students are not required to provide this information).
- Official confirmation indicating all courses you still have to pass for completion of the program. The confirmation has to indicate the weekly hours and/or ECTS credits or credits required for each course (for WU students not required)
- Proof of adequate competence in English
- Motivation letter (max. 3200 characters; not required as an upload but to be prepared in advance and entered into the online application form)
- Curriculum vitae
- Passport (only the page with your personal information)
- Recommendations of former internships or jobs (if available)