

Master of Science (MSc) Marketing

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



English-taught
master's program

Become a Marketing Expert

THE MARKETING PROGRAM AT A GLANCE

Marketing is essential to success in any business or non-profit organization, due to its focus on both the customer and the company's objectives. This master's program recognizes the dynamic and technologically innovative nature of contemporary marketing activities. It combines latest academic research and practical applications to give you the knowledge and skills for creating, communicating, and delivering value to customers through customized products and services in a globalized economy. Graduates learn from internationally recognized researchers as well as numerous guest speakers and cooperation partners from practice. Students also benefit from the international network of peers.

CONTENT AND STRUCTURE

The program provides students with a solid understanding of marketing concepts and management tools, but it also focuses on developing the practical transfer skills needed in today's competitive marketing environment. This is achieved by using a rich blend of practical and project-based active learning elements. Students learn how to apply academic discoveries effectively and creatively to practical problems.

The first year focuses on core knowledge and skills. Students gain a thorough grounding in quantitative and qualitative research methods, customer-focused management, consumer behavior, as well as important strategic and instrumental aspects of marketing.

In their second year, students can customize their course work to their individual career goals by choosing from a wide choice of electives. There are three areas of specialization: Current Challenges in Digital Marketing, Marketing for a Better World, and Advanced Topics in Marketing. Alternatively, students can choose to spend a semester abroad at one of WU's 140 partner universities. Selected students have the opportunity to join our double degree program with Bocconi University (Milan, Italy).

CAREER PROSPECTS

The program gives students a profound understanding of marketing and an awareness of the science behind it. Graduates are well prepared for a future as marketing experts and qualified for management positions in digital marketing, sales, brand management, consulting, or in NGOs. The opportunities are vast, as companies are always on the lookout for experts with digital expertise, critical and analytical skills, creative problem-solving approaches, and strong social skills: Participants of this program have the necessary profile. Our graduates are employed around the world as marketing experts in companies of all sizes, in consulting agencies, or by global industry leaders.



“Marketing is an extremely exciting field of study. Major economic, social, and technological advancements have changed the way we obtain information, make decisions, and interact with each other as well as with companies. Our program is the ideal choice for students who wish to obtain both practical qualifications and solid methodological and conceptual skills to succeed in today's challenging business environment.”

Ulrike Kaiser and Pascal Güntürk
Academic Directors, MSc Marketing

PROGRAM STRUCTURE

Marketing Foundation

1st semester

Relevance of Marketing for Business	Management by Experiments	Digital Marketing	Qualitative Insights	Marketing Analytics	Global Marketing Strategy	Business Software Skills*
2.5 ECTS	5 ECTS	5 ECTS	5 ECTS	7.5 ECTS	5 ECTS	5 ECTS

In-depth Knowledge

2nd semester

Consumer Psychology	Customer Value Management	Retailing & Sales	Business Modelling & Innovation	Personal Skills*	Marketing Research Workshop
5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	2.5 ECTS

Specialization: mix & match electives* or study abroad

3rd semester

Current Challenges in Digital Marketing

- › Social Media
- › Digital Communication
- › Growth Hacking
- › Digital CX
- › Artificial Intelligence
- › Digital Strategy

Marketing for a Better World

- › Charity Marketing
- › Sustainability
- › Contemporary Consumption
- › Doing Business in Africa
- › Marketing Ethics

Advanced Topics in Marketing

- › Branding Strategies
- › B2B Marketing
- › Data-based Storytelling
- › Analytical Problem Solving
- › Marketing for Start-ups

Exchange semester (1 semester)

Choice of 5 courses (5 ECTS credits each) across all 3 areas

Double degree with Bocconi University (2 semesters, 5 slots)

Master's Thesis

4th semester

Marketing 360 Degrees	Master's Thesis	Marketing Study Project
5 ECTS	20 ECTS	7.5 ECTS

* courses offered are subject to change



For further details see:
wu.at/marketing



out of 121 programs
ranked in the
QS Masters in Marketing
Ranking in 2023

AT A GLANCE

Program type	Full-time degree program, start only in winter semester
Duration	4 semesters
Language of instruction	English
Credits	120 ECTS credits (incl. 20 ECTS credits for the master's thesis)
Degree awarded to graduates	Master of Science (WU), abbreviated MSc (WU) optional Bocconi double degree (5 slots)

APPLICATION AND ADMISSIONS

The admission process is selective and ensures that only the best candidates enroll in the program. To be considered, applicants have to meet several criteria, including:

- › A relevant prior degree worth at least 180 ECTS credits
- › Examinations in business administration worth at least 45 ECTS credits
- › Sufficient proficiency in English
- › Achievement potential

Please see the Application Guide for detailed information on the required documents and the specific application and selection procedures. The application process takes place online. It is possible to apply before completion of the relevant prior degree program.

APPLICATION DEADLINE

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring, with the following three priority deadlines: beginning of October, January, and March.



For detailed information on the admission requirements and the application procedures, please see:
wu.at/applicationguide





Are you
eager to create value
for business and society? Our MSc
in Marketing is a top-ranked program that

Information and contact

To find out more about the Master's Program in Marketing, please visit
[wu.at/marketing](https://wu.ac.at/marketing)

For further questions please contact:
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Academic Directors of the Master's Program in Marketing:
Ulrike Kaiser
Pascal Güntürkün



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Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop