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Master of Science (MSc) Marketing

THE + PLUS + EXPERIENCE
+ RANKED 12TH WORLDWIDE (QS)
+ DOUBLE DEGREE OPTION WITH BOCCONI

**ENGLISH-
TAUGHT
MASTER'S
PROGRAM**

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Where Creativity Meets Data

THE MARKETING PROGRAM AT A GLANCE

Marketing's focus on the customer and its central role in helping an organization achieve its objectives has made it essential to success in any business. This master's program recognizes the dynamic, global, and technologically innovative nature of today's business environment. It combines theory with practical applications to equip students with the strategic and analytical skills needed to work with data for creative problem-solving that delivers real value to customers and organizations.

Students learn from both researchers and industry partners who bring practical insights to the classroom. Our vibrant student club WUMA organizes numerous networking events and extracurricular activities, fostering lasting connections beyond graduation. With over 50% of students being international, you will also benefit from a truly global network of peers.

CONTENT AND STRUCTURE

Our program provides students with a comprehensive understanding of the strategic, creative, and analytical aspects of modern marketing. The **first year** focuses on core subjects. Students take courses in strategic marketing and innovation, customer-focused management, and marketing analytics and digital technologies, complemented by courses focused on professional skills and career development.

In their **second year**, students can tailor their coursework to their individual career goals by choosing from a wide array of electives across three areas of specialization: Digital Marketing, Marketing for a Better World, and Advanced Topics in Marketing. We encourage students to spend a semester abroad at one of our 96 partner universities where they can take any subjects in marketing or business to complement their education. Selected students also have the opportunity to join our prestigious double degree program with Bocconi University.

CAREER PROSPECTS

Our program gives students a profound understanding of marketing and the science behind it. Graduates are well prepared for a future as marketing leaders 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, and social skills. Our graduates are employed around the world as marketing experts in companies of all sizes and in various industries.

WHY MARKETING?

If you are looking for an excellent marketing education, you will find it in Vienna: the Master's in Marketing at WU Vienna ranks 12th worldwide (QS). Students can also complete a double degree in cooperation with Bocconi University.



“Like no other field, marketing blends the art of storytelling with data insights. Our program is the ideal choice for students who wish to become responsible business leaders capable of navigating complex consumer landscapes to drive sustainable value creation in today’s tech-driven world.”

Ulrike Kaiser and Pascal Güntürkün
Academic Directors

PROGRAM STRUCTURE

1st semester – Core Competencies

Relevance of Marketing for Business	Management by Experiments	Digital Marketing	Artificial Intelligence in Marketing	Marketing Analytics	Global Marketing Strategy	Business Software Skills*
2.5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	7.5 ECTS credits	5 ECTS credits	5 ECTS credits

2nd semester – In-depth Knowledge

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

3rd semester – Specialization: mix & match electives* or study abroad

Digital Marketing <ul style="list-style-type: none"> › Data-based Storytelling › Digital CX › Growth Hacking › SEO › Social Media 	Marketing for a Better World <ul style="list-style-type: none"> › Charity Marketing › Consumer Dynamics › Marketing Ethics › Responsible Marketing › Sustainability 	Advanced Topics in Marketing <ul style="list-style-type: none"> › Applied Innovation › B2B Marketing › Marketing for Start-ups › Marketing Strategy › Managing Strong Brands 	Exchange semester (1 semester)	Double degree with Bocconi University (2 semesters, 5 slots)
Choice of 5 courses (5 ECTS credits each) across all 3 areas				
4th semester – Wrap up & Master's Thesis				
Marketing 360 Degrees	Master's Thesis (Research or Applied)	Marketing Study Project		
5 ECTS credits	20 ECTS credits	7.5 ECTS credits		

* courses offered are subject to change



For further details see:
wu.at/marketing



out of 164 programs ranked in the QS Masters in Marketing Ranking in 2026



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](https://www.wu.at/applicationguide)

The + PLUS + Experience

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MORE THAN JUST A DEGREE

Studying at WU Vienna means studying at one of the top 1% of business and economics universities worldwide. In addition, you benefit from excellent job prospects, an award-winning campus, state-of-the-art teaching where theory meets practice, a wide selection of master's programs, small cohort sizes, and one of the most livable cities in the world: Vienna.



The picture outline shows the silhouette of the Teaching Center (TC) building on Campus WU.

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EXPERIENCE

Information and contact

To find out more about the Master's Program in Marketing, please visit wu.at/marketing

For further questions please contact:
m.sc.marketing@wu.ac.at

Academic Directors of the Master's Program in Marketing:
Ulrike Kaiser
Pascal Güntürkün



WU Vienna University of Economics and Business
Welthandelsplatz 1, 1020 Vienna, Austria
wu.ac.at

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