

Master of Science (MSc)  
**Marketing**

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



English-taught  
master's program





Are you eager to create value for business and society? Our MSc in Marketing is a top-ranked program that equips you with the analytical and creative skills needed to develop cutting-edge marketing plans and relevant business solutions.

# Become a Marketing Expert

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## 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 cutting-edge theory and practical applications to provide graduates with the know-how and skills for creating, communicating, and delivering value to customers through customized products and services in a globalized economy. Because marketing is not only about intuition and creativity, graduates also acquire hard skills in marketing research, experimentation, data analysis, and decision-making.

## 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.

The courses in the first year of the program develop students' core knowledge and skills. They gain a thorough grounding in customer-focused management, consumer behavior, and marketing research tools, as well as in important strategic and instrumental aspects of marketing.

To put their first-year learning experience into practice, we encourage students to do an internship during their summer break.

The second year of the program supports students' individual development by allowing them to customize their studies through a wide choice of marketing electives. By choosing electives, students can acquire additional qualifications for their future careers. Alternatively, selected students can join our double degree program with Università Commerciale Luigi Bocconi (Milan, Italy) or spend an exchange semester at one of WU's over 140 prestigious partner universities.

## CAREER PROSPECTS

As a graduate of this program you will have numerous career opportunities in a variety of organizations, such as:

- › Multinational companies: Your knowledge in the diverse fields of marketing enables you to work in a variety of departments of major companies. Typical roles include brand or product manager, market research analyst, digital marketing manager, customer relationship manager, sales manager, and online project manager.
- › Small and medium enterprises: You are able to assume responsibilities for sales, marketing, advertising, eCommerce, promotions, or public relations.
- › Consulting firms: The program prepares you to provide expertise in a variety of disciplines and industries that improve companies' strategic position, for example.
- › Research centers and educational institutions: Specializing in research-oriented courses will give you the necessary skills to launch an academic career in the exciting and challenging field of marketing.



**“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.”**

**Christina Holweg**  
Academic Director, Marketing

## PROGRAM STRUCTURE

### Marketing Basics

#### 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

#### 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\*

#### 3rd semester

#### Current Challenges in Digital Marketing

- › Hot Topics in Social Media Marketing
- › Critical Thinking and Social Media
- › Growth Hacking
- › Digital Marketing Automation
- › Data-based Storytelling

#### Marketing for a Better World

- › Charity Marketing & Donor Management
- › Doing Business in Africa
- › Marketing for the Climate
- › Fashion Marketing & Sustainability
- › Contemporary Modes of Consumption

#### Advanced Topics in Marketing

- › Advanced Marketing Research Methods
- › B2B Marketing
- › Developing and Implementing Marketing Strategies (Markstrat)
- › Marketing for B2B Tech Companies
- › Hot Topics in Marketing

Choice of 5 courses (5 ECTS credits each)

Double degree with Bocconi University (5 slots)

### Master's Thesis

#### 4th semester

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

\* subject to change



For further details see:  
[wu.at/marketing](https://www.wu.at/marketing)



out of 105 programs ranked in the QS Masters in Marketing Ranking in 2022



## AT A GLANCE

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

### APPLICATION AND ADMISSIONS

The admissions 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: 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)



## Information and contact

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

For further questions please contact:  
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Academic Director of the Master's Program in Marketing:  
**Christina Holweg**



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