

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

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

- › Social Media
- › Digital Communication Strategy
- › Digital Business Models
- › Growth Hacking
- › Digital Marketing Automation

Marketing for a Better World

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

Advanced Topics in Marketing

- › Communication Challenges
- › Pricing Project Challenge in a B2B-Marketing Context
- › Advanced Marketing Research Methods
- › Global Branding Strategies
- › Current Challenges in B2B Marketing
- › High-Technology Marketing in B2B Markets
- › Developing and Implementing Marketing Strategies (Markstrat)
- › Key Account Management

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 93 in the
QS Ranking 2021

AT A GLANCE

Program type	Full-time degree program
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 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 bachelor's degree or other equivalent degree from a recognized Austrian or foreign post-secondary institution worth at least 180 ECTS credits. At least 45 ECTS credits have to be earned by passing exams in the field of business administration.
- › Proficiency in English.
- › The GMAT is obligatory for all applicants except WU alumni. Applicants who have received their bachelor's degree from WU can submit their weighted grade point average (GPA) and a letter of recommendation instead of the GMAT. The GMAT is, however, also highly recommended for WU alumni.

APPLICATION DEADLINE

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring.



For detailed information on the admission requirements and the application procedures, please see: [wu.at/marketing](https://www.wu.at/marketing)



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