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 for a successful career in marketing.
**THE MARKETING PROGRAM AT A GLANCE**

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 ability to succeed in today’s challenging business environment.

**WHAT YOU LEARN**

In their second year, students can customize their course work to their individual career goals by choosing from a wide range of elective courses. There are three areas of special interest: 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 in marketing as experts and qualified for management positions in digital marketing, sales, brand management, consulting, or in NGOs. The opportunities are wide-ranging, 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, as consulting companies, or by global industry leaders.

**IN DEPTH KNOWLEDGE**

In their second year, students can customize their course work to their individual career goals by choosing from a wide range of elective courses.

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**SPESIALISATION: MIX & MATCH ELECTIVES* OR STUDY ABROAD**

Students have the opportunity to join our double degree program with Bocconi University (Milan, Italy). In their third year, 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.
Examinations in business administration worth 5 ECTS.
Contemporary Marketing for Start-ups: Sustainability, 5 ECTS.
Sufficient proficiency in English for Master’s Thesis, 5 ECTS.
Full-time degree program, start only in winter semester.
Marketing Study Project, 4 semesters.
Charity Marketing: 7.5 ECTS.
Digital CX: English.
Artificial Intelligence: 5 ECTS.
Branding Strategies: 5 ECTS.
Annualized for a Better World, and Advanced Topics in Marketing.
In the 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 special interest.
- Current Challenges in Digital Marketing: Marketing for a Better World, and Advanced Topics in Marketing.
- Digital Strategy: Marketing for a Better World, and Advanced Topics in Marketing.
- Marketing Ethics: Marketing for a Better World, and Advanced Topics in Marketing.
In-depth Knowledge: How to apply academic discoveries effectively and creatively to practical problems.
Understanding the different facets of marketing.
Marketing 360 Degrees: Current Challenges in Digital Marketing.
- Customer Psychology: Understanding the different facets of marketing.
- Digital Communication: Marketing 360 Degrees.
- Marketing Insights: Understanding the different facets of marketing.
- Customer Value Management: Understanding the different facets of marketing.
- Marketing Analytics: Understanding the different facets of marketing.
- Marketing Strategy: Understanding the different facets of marketing.
- Business Software Skills*.
- Personal Skills*.
1.5 ECTS.
2nd semester.
Current Challenges in Digital Marketing: Digital Communication, Digital Commerce, Digital Ethos,
Artificial Intelligence, Data-based Storytelling.
Specialization: mix & match electives* or study abroad.
2.5 ECTS.
In the 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 special interest.
- Current Challenges in Digital Marketing: Marketing for a Better World, and Advanced Topics in Marketing.
- Digital Strategy: Marketing for a Better World, and Advanced Topics in Marketing.
- Marketing Ethics: Marketing for a Better World, and Advanced Topics in Marketing.
- Marketing 360 Degrees.
- Marketing Insight.
- Customer Value Management.
- Marketing Analytics.
- Marketing Strategy.
- Business Software Skills*.
- Personal Skills*.
- Marketing Research & Workshop.
1.5 ECTS.
3rd semester.
In-depth Knowledge: How to apply academic discoveries effectively and creatively to practical problems.
Understanding the different facets of marketing.
Marketing 360 Degrees: Current Challenges in Digital Marketing.
- Customer Psychology: Understanding the different facets of marketing.
- Digital Communication: Marketing 360 Degrees.
- Marketing Insights: Understanding the different facets of marketing.
- Customer Value Management: Understanding the different facets of marketing.
- Marketing Analytics: Understanding the different facets of marketing.
- Marketing Strategy: Understanding the different facets of marketing.
- Business Software Skills*.
- Personal Skills*.
- Marketing Research & Workshop.
1.5 ECTS.
4th semester.
Master’s Thesis: Understanding the different facets of marketing.
Marketing 360 Degrees: Master’s Thesis.
- Marketing Strategy: Understanding the different facets of marketing.
- Business Software Skills*.
- Personal Skills*.
5 slots.
(Applicable only in the 10th year)
For further details see: wu.ac.at/marketing

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Ulrike Kaiser and Pascal Güntürkün, Academic Directors, MSc Marketing
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 creative program applies the dynamic and technologically innovative nature of contemporary marketing activities. It combines academic research and practical applications to give you the knowledge and skills for creating, communicating and delivering value to customers through customer-focused strategies. Students 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 special interest: Current Challenges in Digital Marketing, Marketing for a Better World, and Advanced Topics in Marketing. Alternatively, students can choose to spend a semester abroad or one of 600 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 in marketing careers 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 companies, 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 Güntürkün
Academic Directors, MSc Marketing

FOR DETAILED INFORMATION ON THE REQUIREMENTS AND THE APPLICATION PROCEDURE, PLEASE SEE: wu.at/applicationguide

AT A GLANCE
Program type
Full-time degree program, start only in winter semester
Duration
8 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 45 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 FURTHER DETAILS SEE: wu.at/marketing

PROGRAM STRUCTURE
Marketing Foundation
1st semester
Marketing for Business
Management by Experiments
Digital Marketing
Qualitative Insights
Marketing Analytics
Global Marketing Strategy
Business Software Skills*
20 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
In-depth Knowledge
2nd semester
Consumer Psychology
Customer Value Management
Marketing & Sales
Become Marketing & Innovation
Personal Skills*
5 ECTS
5 ECTS
5 ECTS
5 ECTS
10 ECTS
9 ECTS
5 ECTS
5 ECTS
5 ECTS
7 ECTS
5 ECTS
5 ECTS
Spezialisations: mix & match electives* or study abroad
3rd semester
Current Challenges in Digital Marketing
Marketing for a Better World
Advanced Topics in Marketing
Marketing Workshop
Research & Development
Marketing Research Workshop
Digital Marketing
Marketing Strategy
Research Insights
Personal Skills*
10 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
5 ECTS
Optional Bocconi double degree (5 slots)
Double degree with Bocconi University (Milan, Italy)

5 slots)

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Information and contact

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

For further questions please contact:
Astrid Oberhumer, Program Manager
msc.marketing@wu.ac.at

Academic Directors of the Master’s Program in Marketing:
Ulrike Kaiser
Faisal Günther

WU (Vienna University of Economics and Business)
Vienna, Austria
wu.ac.at

Arriving by public transport:
Subway: U2 stations “Messe-Prater” or “Krieau”
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Ulrike Kaiser
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WU (Vienna University of Economics and Business)
Währingerstrasse 35, 1090 Vienna, Austria
wu.ac.at

Arriving by public transport: