

# Master of Science (MSc) Marketing

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

THE + PLUS + EXPERIENCE

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English-taught  
master's program

# Become a Marketing Expert

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## 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 marketing activities. It combines the latest academic research with practical applications to give you the knowledge and skills you need to create, communicate, and deliver value to customers.

Graduates learn from internationally recognized researchers as well as numerous guest speakers and partners. Our student club fosters a sense of community and provides ample opportunities to network with company partners and gain practical insights. About 50% of our students are internationals so graduates also benefit from a wide international network of peers.

## CONTENT AND STRUCTURE

Our program provides students with a comprehensive understanding of strategic marketing concepts and management tools, as well as the practical skills needed to succeed in today's competitive marketing landscape. This is achieved through a rich blend of practical and project-based learning elements that help students apply academic discoveries to real-world business challenges.

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 coursework to their individual career goals by choosing from a wide array 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

Our program gives students a profound understanding of marketing and 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, 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 Degree Program in Marketing at WU Vienna is ranked 11th worldwide (QS). Students can also complete a double degree in cooperation with Bocconi University.



**“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

## PROGRAM STRUCTURE

### Marketing Foundation

#### 1st semester

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	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

<b>Current Challenges in Digital Marketing</b> <ul style="list-style-type: none"><li>› Social Media</li><li>› Growth Hacking</li><li>› Artificial Intelligence</li><li>› Digital CX</li><li>› Data-based Storytelling</li></ul>	<b>Marketing for a Better World</b> <ul style="list-style-type: none"><li>› Marketing Ethics</li><li>› Charity Marketing</li><li>› Doing Business in Africa</li><li>› Contemporary Consumption</li><li>› Sustainability</li></ul>	<b>Advanced Topics in Marketing</b> <ul style="list-style-type: none"><li>› B2B Marketing</li><li>› Marketing for Start-ups</li><li>› Applied Innovation</li><li>› Marketing Strategy</li><li>› Marketing Practice Project</li></ul>	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				

### 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](https://wu.at/marketing)



out of 131 programs  
ranked in the  
QS Masters in Marketing  
Ranking in 2024



## AT A GLANCE

<b>Program type</b>	Full-time degree program, start only in 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 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)**



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# TOP 1% BUSINESS UNIVERSITY

## THE PLUS EXPERIENCE

If you decide to complete your Master's degree at the WU Vienna University of Economics and Business, you will receive one of the best business educations in the world. But that's not all: You are guaranteed to experience excellent job prospects, an awardwinning campus, state-of-the-art teaching, a diverse range of degree programs and, on top of it all, life in the world's most livable city.



## + MOST LIVABLE CITY IN THE WORLD

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## Information and contact

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

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