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.

Information and contact

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

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

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

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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 first year focuses on core knowledge and skills. Students gain 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 reflect 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 Bocconi’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, branding 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 students gain a thorough grounding in quantitative and qualitative aspects of marketing.

For further details see: wu.at/marketing
Become a Marketing Expert

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In their second year, students can customize their course of study to their individual interests 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 or in the program with Bocconi University (Milan, Italy).

CAREER PROSPECTS
Our program gives graduates 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. 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.

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."

THE MARKETING PROGRAM AT A GLANCE

Marketing focuses on the customer and the world in helping an organization achieve its objectives by making it easier to access any business. The 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 research 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 as 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.

PROGRAM STRUCTURE

Marketing Foundation
1st semester
Overview of Marketing for Business Management by Experiments Digital Marketing Qualitative Insights Marketing Analytics Global Marketing Strategy Business Software Skills
2.5 ECTS 15 ECTS 6 ECTS 5 ECTS 5 ECTS 5 ECTS

In-depth knowledge
2nd semester
Consumer Behavior Customer Value Management Marketing & Innovation Business Marketing & Innovation Personal Skills Marketing Research Workshop
3 ECTS 20 ECTS 3 ECTS 5 ECTS 5 ECTS 2.5 ECTS

Specialization: one or two electives* in study abroad
3rd semester
Current Challenges in Digital Marketing
Marketing for a Better World
Advanced Topics in Marketing
- Marketing Ethics
- Charity Marketing
- Marketing for Start-ups
- Marketing Strategy
- Applied Innovation
- Marketing Practice Project
- B2B Marketing
- Marketing for Start-ups
- Marketing Strategy
- Applied Innovation
- Marketing Practice Project
Storytelling
› Data-based
› Digital CX
› Artificial Intelligence
› Growth Hacking
› Sustainability
› Doing Business in Africa
› Charity Marketing
› Marketing Practice
› Marketing Strategy
› Applied Innovation
› Marketing for Start-ups
› B2B Marketing
› Marketing Strategy
› Applied Innovation
› Marketing Practice Project
- Marketing for Start-ups
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THE MARKETING PROGRAM AT A GLANCE

Marketing focuses on the customer and what makes him/her engage with an organization, how to achieve its objectives in the marketplace, and how to maximize profitability. This program is designed to equip students with the knowledge and skills they need to become marketing professionals with international career opportunities.

PROGRAM STRUCTURE

1st semester

Marketing Foundation

Marketing for a Better World

Marketing Ethics

Contemporary Marketing

Marketing Strategy

Marketing for Start-ups

Marketing Practice

Marketing for Technology

Marketing Ethics

Contemporary Marketing

Marketing Strategy

Marketing for Start-ups

Marketing Practice

Marketing for Technology

Advanced Topics in Marketing

Marketing in a Marketing

Marketing Strategy

Marketing Practice Project

6 ECTS

6 ECTS

6 ECTS

6 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

5 ECTS

Exchanges under storms (7 semesters)

Double degree with Bocconi University (Milan, Italy)

Optional Bocconi double degree (5 slots)

10th

For further details see: wu.at/marketing

APPLICATION AND ADMISSIONS

The admission process is selective and ensures that only the best candidates enroll in the program. To be consid-
ered, 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 DEADLINES

WU employs a rolling admissions policy, allowing stu-
dents 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

Become a Marketing Expert

THE FIRST YEAR FOCUSES ON CORE KNOWLEDGE AND SKILLS. STUDENTS GAIN ENOUGH KNOWLEDGE IN MARKETING TO CREATE, COMMUNICATE, AND DELIVER VALUE TO CUSTOMERS. GRADUATES LEARN FROM INTERNATIONALLY RANKED TEACHERS AND COLLEAGUES.

THE SECOND YEAR FOCUSES ON IN-DEPTH KNOWLEDGE. STUDENTS CHOOSE TO SPECIALIZE IN THREE AREAS: DATA-BASED MARKETING, DIGITAL CX, AND ARTIFICIAL INTELLIGENCE. IN THEIR SECOND YEAR, STUDENTS CAN CUSTOMIZE THEIR COURSE-ACTIVITIES TO THEIR INDUSTRY OR TO THEIR INDUSTRY."
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