

# Master of Science (MSc) Marketing



**Christina Holweg, Academic Director**  
**Astrid Oberhumer, Program Manager**  
**Lisa Fucik, Program Manager Special Projects**



## PD Dr. Christina Holweg

Academic Director MSc Marketing | Assoc. Professor, Institute for Retailing & Data Science

Research fields: Retailing, Marketing, Sales

Industry background: Procter & Gamble



## Dr. Astrid Oberhumer

Program Manager MSc Marketing

PhD in Socio-Economics (WU Vienna)



## Lisa Fucik, MSc

Program Manager Special Projects MSc Marketing

Master's degree MSc in Social Media Management (FH Technikum Vienna)

Industry background: Coca-Cola Hellenic Group

# Program Support



**Sandra Luckmann, BSc (WU)**

Student Assistant

MSc Marketing student (1<sup>st</sup> year)



**Elitsa Kostadinova, BSc (WU)**

Student Assistant

MSc Marketing student (2<sup>nd</sup> year)



**1. Why MSc Marketing?**

**2. What you can expect?**

**3. How to apply for the MSc Marketing?**

## **5** Reasons why to start our MSc Marketing at WU

- 1. Marketing-focused curriculum (USP)**
- 2. International**
- 3. Academic enrichment opportunities**
  - Double degree at Bocconi University
  - Additional Minor in e.g., Strategy, Entrepreneurship during Exchange
- 4. Strong corporate partnerships**
  - Industry, Retailing, Consulting, ...
- 5. Excellent employment opportunities**

# Our Approach to Marketing

## Intuition & Creativity



## Research, Experimentation, Analytics, Decision Support



**Marketing is not only about intuition and creativity!**  
**Our graduates will also acquire hard skills in marketing research, field research, running experiments, business analytics, and decision making**  
**... for being able to solve real life business cases!**





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# Curriculum – 1<sup>st</sup> Year: MSc Marketing

## Marketing Basics

### 1<sup>st</sup> 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                    |
|                                     |                           |                   |                      |                     |                           | <b>Σ 35 ECTS</b>          |

### 2<sup>nd</sup> 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                    |
|                     |                           |                   |                                 |                  | <b>Σ 27.5 ECTS</b>          |

\* subject to change



# Curriculum – 2<sup>nd</sup> Year: MSc Marketing

## Specialization: Mix & Match your Electives\*

### 3<sup>rd</sup> semester

| Current Challenges in Digital Marketing   | Marketing for a Better World   | Advanced Topics in Marketing  |
|---|--|---|
| <ul style="list-style-type: none"> <li>Hot Topics in Social Media Marketing</li> <li>Critical Thinking and Social Media</li> <li>Growth Hacking</li> <li>Digital Marketing Automation</li> <li>Data-based Storytelling</li> </ul> | <ul style="list-style-type: none"> <li>Charity Marketing &amp; Donor Management</li> <li>Doing Business in Africa</li> <li>Marketing for the Climate</li> <li>Fashion Marketing and Sustainability</li> <li>Contemporary Modes of Consumption</li> </ul> | <ul style="list-style-type: none"> <li>Advanced Marketing Research Methods</li> <li>B2B Marketing</li> <li>Developing and Implementing Marketing Strategies (Markstrat)</li> <li>Marketing for B2B Tech Companies</li> <li>Hot Topics in Marketing</li> </ul> |

3 specializations → "pick & choose" 5 courses out of the 3 boxes above (5 ECTS each)

**Σ 25.0 ECTS**

**Double Degree with  
Università  
Commerciale  
e Luigi  
Bocconi  
(5 slots)**

## Master Thesis

### 4<sup>th</sup> semester

| Marketing 360 degrees | Master Thesis | Marketing Study Project |
|-----------------------|---------------|-------------------------|
| 5 ECTS                | 20 ECTS       | 7,5 ECTS                |

**Σ 32.5 ECTS**

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marketmind  
Award

**WU** VIENNA  
TALENTA  
Award



Tourism research award  
"Tourissimus"



German  
Market Research  
Award



ECR Academic  
Student Award

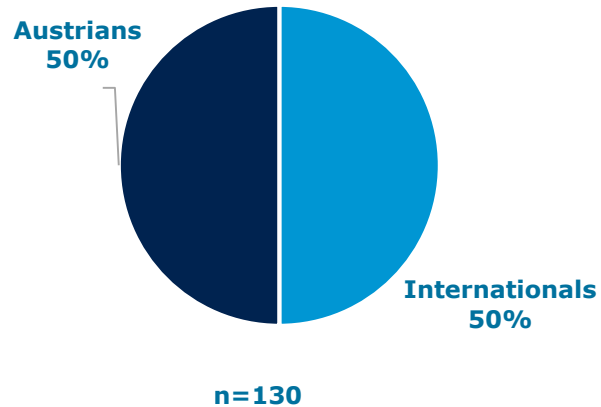
# MSc Marketing



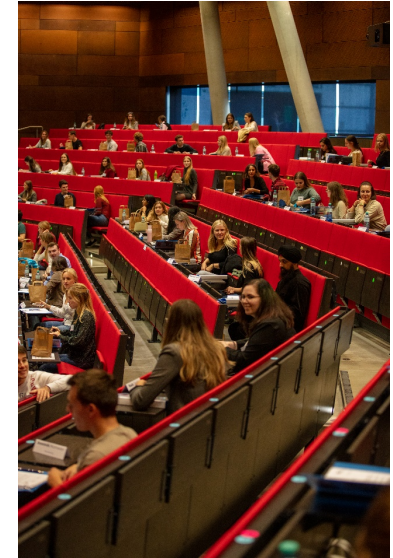
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## International student body ... 35 different nationalities



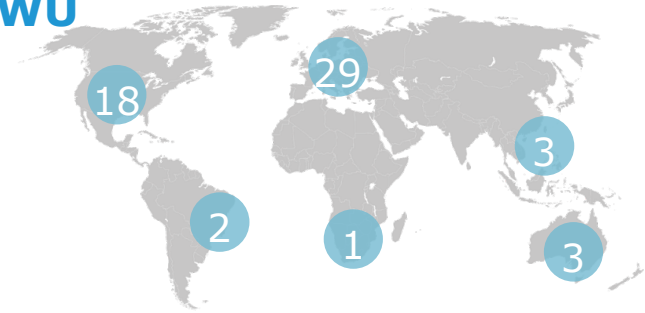
- Our students – 10<sup>th</sup> cohort
  - 17 nationalities
  - International bachelor's degrees
  - Relevant professional experience





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139 partner universities  
56 marketing recommended universities  
All regions



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Università Commerciale  
Luigi Bocconi

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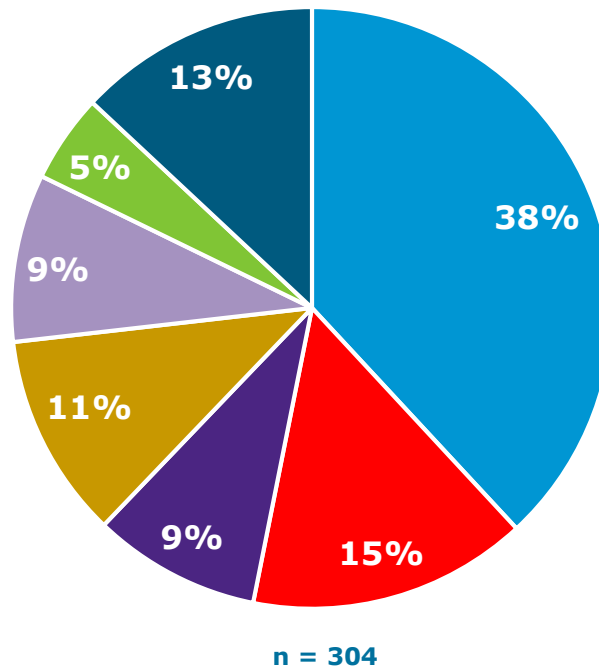


Average time  
to find a job:

≈ **2 months**

# MSc Marketing excellent employment opportunities

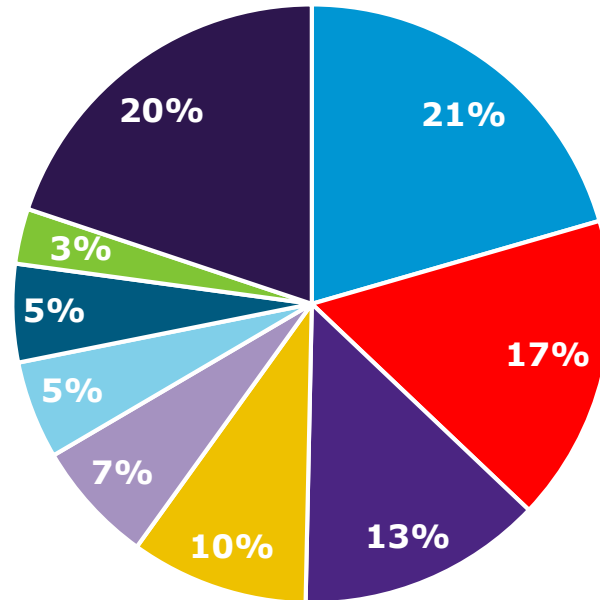
- Marketing (Product Mgmt., Brand Mgmt., Marketing Mgmt., Marketing & Communications)
- Sales (Sales, Key Account Mgmt., Category Mgmt.)
- CRM & Market Analysis
- Consulting
- Digital Marketing & Social Media
- University
- Other fields (Finance, Project Management, PR, General Management, Trainee-Program)





# MSc Marketing employment by business sectors

- FMCG
- Consulting & Market Research
- IT & Technology
- Luxury Goods, Fashion & Cosmetics
- Communications, Advertising & Media
- University & Academia
- Banking & Finance
- Automotive Industry
- Others (Health Care, Logistics, NPO, Tourism, B2B)



n = 304

# WUMA – WU Marketing Master Association

- Regular **Social Events**
- Team Building for **Sports Competitions**
- MSc Marketing **Hoodie**
- **Network** Management
- Cooperations with:



J.  
**HORNIG**

**LIEFEREI**

**Kelly's**  
CONFIRMATION

**Streck**

**Lindt**  
SCHWEIZER MÄTTE CHOCOLATIERS  
SEIT 1845

all i need.

**DRIVING HUNDEY**

**MARS**  
incorporated

**mobile  
marketing**  
INNOVATION DAY

ИΛΑΚΑΒU

**FIFTEEN  
SECONDS**



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<https://www.wu.ac.at/en/programs/masters-programs/marketing/application-admission>

# Interested?

**We look forward to your application!**



**[msc.marketing@wu.ac.at](mailto:msc.marketing@wu.ac.at)**



VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

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