Description of the programme

Marketing is a way of thinking and mode of practice quintessential to all dimensions of business. In this programme, you will attain an in-depth understanding of this philosophy and a solid foundation of the skills and know-how required of a top marketing specialist.

Employment opportunities

As an MSc in Marketing, you may apply for marketing management and planning jobs. These include the various leadership, expert, and management positions in different organizations, different level tasks in marketing services companies (communications, advertising, media, and marketing research agencies), education and consultancy.

Here you can find the degree requirements of the programme, and the necessary information about completing the degree and its contents. These pages are mainly aimed at the students of the programme. If you are thinking about applying to the programme please see How to apply.