

Master of Science (MSc)
Marketing

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



English-taught
master's program

Become a Marketing Expert

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.



“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	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

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

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



out of 121 programs ranked in the QS Masters in Marketing Ranking in 2023

AT A GLANCE

Program type	Full-time degree program, start only in winter semester
Duration	4 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 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)





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.at/marketing](https://www.wu.ac.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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Welthandelsplatz 1, 1020 Vienna, Austria
[wu.ac.at](https://www.wu.ac.at)

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