

MSC IN ECONOMICS AND BUSINESS ADMINISTRATION – MARKETING*

A STATE-OF-THE-ART APPROACH

The MSc programme in Marketing prepares students for a range of international management careers across public and private sectors. Graduates have expertise in value creation, innovation, communication and channel management, pricing, marketing research, customer relationships and marketing strategy.

A KEY COMPONENT OF BUSINESS

Marketing is indispensable to top management when it comes to picking served markets, competitors and business portfolios. Customers are also central to marketing, which means making promises and meeting expectations. This work is often international in scope, a characteristic mirrored in the course content offered on the programme at Aarhus University, which has an international staff and a diverse student body.

SOCIAL AND ACADEMIC ACTIVITIES

Aarhus BSS hosts a rich and varied programme of activities for you as a student, both study-related and social. Our many student associations host events ranging from lectures and company events to career days and sports days, Friday bars and celebrations, so there is plenty of scope for meeting and networking with like-minded people, discovering new areas of academic interest, and socialising with fellow students.

CAREERS

Graduates with the MSc in Marketing have state-of-the-art knowledge about value creation and innovation management, channel management, pricing, marketing research, customer relationships, communications management and marketing strategy. They are ready to take on a range of management roles including consultancy, entrepreneurship, innovation and communication management in private and public sectors. Their skills are very much in demand – so career prospects are very bright.



▲ I wanted to study abroad, and Aarhus BSS offered everything I was looking for: a degree programme that perfectly suited my interests, an international environment and a great location right in the middle of a vibrant student city. I have a background in marketing communication, but during my Bachelor's studies, I became interested in exploring other aspects of marketing too. The MSc in Marketing is great because it includes courses on Pricing Strategy and Economic Psychology. We can also choose electives within areas such as business intelligence, which I believe can be quite useful for an aspiring marketing professional.

MAIKE LÜNEBURG

Student, MSc in Marketing, from Germany



PLACE OF STUDY

Aarhus

WWW

masters.au.dk/marketing

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE

Others: EUR 10,000



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

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1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER	4 TH SEMESTER
Marketing in Context	Marketing Communication	Electives	THESIS
Marketing Research	Pricing Strategy	Internship	
Customer Value and Innovation	Managing Marketing Channels and Relationships	AU Summer University	
Economic Psychology	Marketing Management and Strategy	Study Abroad	
30 ECTS	30 ECTS	30 ECTS	30 ECTS

AARHUS BSS

Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University's four faculties. With approximately 14,000 full-time students, several thousand part-time students, more than 270 PhD students and more than 570 faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark's biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines.

LEARNING IN AN INTERNATIONAL CONTEXT

At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS's approximately 300 partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.



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