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.
## MSC IN ECONOMICS AND BUSINESS ADMINISTRATION – MARKETING*

A STATE-OF-THE-ART APPROACH

<table>
<thead>
<tr>
<th>1ST SEMESTER</th>
<th>2ND SEMESTER</th>
<th>3RD SEMESTER</th>
<th>4TH SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Theory</td>
<td>Marketing Communication</td>
<td>Electives / Internship /</td>
<td>THESIS</td>
</tr>
<tr>
<td>Marketing Research Theory</td>
<td>Pricing Strategy</td>
<td>AU Summer University /</td>
<td></td>
</tr>
<tr>
<td>Customer Value and Innovation</td>
<td>Marketing Channels and</td>
<td>Study Abroad</td>
<td></td>
</tr>
<tr>
<td>Economic Psychology</td>
<td>Brand Relationships</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and Strategy</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 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 13,000 full-time students, several thousand part-time students, more than 230 PhD students and more than 590 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.

---

**PLACE OF STUDY**

Aarhus

**ANNUAL TUITION FEE**

EU/EEA/Swiss citizens: FREE

Others: EUR 10,000

**WWW**

masters.au.dk/marketing

Fees are subject to change. See studyguide.au.dk