MSC IN ECON. AND BUS. ADMIN. – BUSINESS-TO-BUSINESS MARKETING AND PURCHASING*
MEETING THE CHALLENGES OF CONTEMPORARY BUSINESS MARKETS

The MSc programme in Business-to-Business Marketing and Purchasing focuses on the managerial challenges related to operating in industrial markets. It prepares students for a wide range of careers, mainly in the private sector. Students on the programme gain skills in business-to-business marketing and strategy, purchasing management, relationship management, innovation, pricing, and the regulation of cooperation in business markets.

DEEP UNDERSTANDING OF BUSINESS MARKETS
Firms operating in business markets cater to the needs of other firms rather than private households, and in so doing they face specific challenges and opportunities. Business-to-business activities constitute the main part of any developed economy, and managers who can understand, develop, and manage such activities - upstream as well as downstream - are an important asset to firms.

The first semester of the programme provides students with a deep understanding of the functioning of business markets through courses in buyer-supplier relationships and networks, as well as innovation in buyer-supplier relationships. First-semester courses also include marketing theory and research methods. Together, these prerequisite courses prepare students for the specialisation courses of the second semester, which cover topics such as business-to-business purchasing management, business-to-business sales and marketing management, pricing, and the regulation of marketing and purchasing cooperation.

SOCIAL AND ACADEMIC ACTIVITIES
Aarhus BSS hosts a rich and varied programme of student activities, 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. 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
The programme’s focus on upstream as well as downstream activities means that students gain a deep knowledge not only of sales/marketing and purchasing, but also how to develop and manage relationships with customers and suppliers. This dual understanding makes graduates perfect for job positions such as key account manager (on the selling side) or category manager (on the buying side) – positions that hold many future career possibilities. Over time, graduates may develop careers within sales and marketing or purchasing, or they may choose to alternate between the two. With their knowledge and understanding of the many relationships between the firm and its various stakeholders, graduates will be well equipped for a range of general management positions.

PLACE OF STUDY
Aarhus

WWW
masters.au.dk/businessstobusiness

FINANCE, BUSINESS AND MANAGEMENT
STUDY AT AU

ANNUAL TUITION FEE
EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

32

Fees are subject to change. See international.au.dk
MSC IN ECON. AND BUS. ADMIN. – BUSINESS-TO-BUSINESS MARKETING AND PURCHASING*
MEETING THE CHALLENGES OF CONTEMPORARY BUSINESS MARKETS

<table>
<thead>
<tr>
<th>1ST SEMESTER</th>
<th>2ND SEMESTER</th>
<th>3RD SEMESTER</th>
<th>4TH SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buyer-Supplier Relationships and Networks</td>
<td>B2B Purchasing Management</td>
<td>Electives/Internship</td>
<td>THESIS</td>
</tr>
<tr>
<td>Marketing Theory</td>
<td>Business-to-Business Sales and Marketing Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovation in Buyer-Supplier Relationships</td>
<td>Pricing Strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business-to-Business Marketing Research Methods</td>
<td>Regulating Marketing and Purchasing Cooperation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 ECTS</td>
<td>30 ECTS</td>
<td>30 ECTS</td>
<td>30 ECTS</td>
</tr>
</tbody>
</table>

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 two hundred PhD students and nearly six hundred 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. Aarhus BSS holds the distinguished AACSB, AMBA and EQUIS accreditations and is thus a triple-crown business school.

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 three hundred 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.