



PIFIS

University: Edutus University

Program: MSc in Marketing

Duration: 4 semesters

Tuition fee: 7000 EUR/year

Application fee: 200 EUR

Entry requirements to the program: Bachelor degree
Min. IELTS 5.5 or equivalent English language knowledge

Description of the program: In the MSc Marketing, you will study about theories that explain consumer choice and will practice analytical skills to obtain actionable consumer insights. You will learn how to apply the concept of customer experience and use tools to implement effective social media campaigns. You will have a firm understanding of organisations and marketing processes and know how to implement customer orientation. You will benefit from studying contemporary modules, such as Customer Relationship Management, Global Marketing and Digital Marketing, which will enrich your professional outlook and allow you to unleash your full potential as a marketing specialist.

Career prospects As a graduate you will obtain positions in global business, online marketing and trade in sectors like FMCG (fast-moving consumer goods), IT/telecommunications, media and more. You could excel working for an SME (small and medium enterprise), NGO (non-governmental organisation), MNC (multi-national company) – public or private sectors, anywhere in the world - we will show you how!

University website: <https://www.edutus.hu/english/master-programs/>