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INTERNATIONAL MASTER IN MARKETING MANAGEMENT, OMNICHANNEL AND CONSUMER ANALYTICS

Subject	Location	INTERNATIONAL MASTERS OFFICE
Marketing and Sales Management	Milan	Tel: +39 02 2399 2820
Duration	Language	Email: infomasters@gsom.polimi.it
12 months	English	
Format	Tuition Fee	
Full Time	€ 20,000 (Individuals)	CONTACT US
Delivery	€ 10,500 (POLIMI MSc Alumni)	
On Campus		



Less than 3 years

Overview

Are you looking to build a successful and impactful **career in marketing**? If so, this is just the course you need. We've designed this programme to prepare you for this dynamic field, teaching you about both classic techniques as well as innovative developments in marketing.

Marketing is a really demanding job nowadays. You need to be creative, but also structured and sensitive to accountability. You need to react quickly to the latest technological developments, but also keep people at the centre. That's why our International Master in Marketing Management, Omnichannel and Consumer Analytics was created – to prepare you for the challenges you'll find in a modern marketing career.

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Is it right for me?

You are an ideal candidate if you:

- are willing to face the challenges of **contemporary marketing**
- have **leadership potential**
- show well-developed creativity and **structured thinking**
- are ready for a rewarding learning experience that combines **theory and practice**

Please note that we've designed this programme for recent graduates with ideally no more than 3 years of work experience. If you have more experience, you might also like to take a look at our International MBA programmes.

Why choose this master?

- The programme focuses on important modern topics such as **Digital Marketing**, **Omnichannel Marketing** and **Customer Experience**, as well as **Bio-Marketing**, which includes consumer behaviour and neuroscience, thanks to the presence of the **Neuroscience and Bioscience Lab.**

- International focus — you'll be exposed to global industries and an international faculty, with **International Exchange Programmes available** at one or more business schools in our partner network and you will have **direct contact with companies** through Business Seminars, Lectures, Workshops and Business Games and take part in ***The Italian Way*** - an experiential week in collaboration with world-class partners.

- This Master has been ranked **#13** in Marketing in Western Europe by **Eduniversal Best Masters and MBA Rankings 2021** and **#34** in the world in the **QS World University Rankings: Masters in Marketing 2023**. The learning journey is aimed at gaining distinctive competences to cover relevant positions in **marketing, communication** and **CRM** departments in B2B and B2C companies.

Moreover, by becoming part of our School you will:

1. Be in direct contact with innovation and digital transformation due to our network that includes over 370 research centres, PoliHub – the Politecnico di Milano incubator – and over 40 observatories.
2. Participate in networking moments with alumni, headhunters, companies that will give you an insight regarding the market needs required to become a future leader.
3. Be able to develop your professional career with the assistance of our Career Development Centre. In the academic year 2021-2022, an 83% rate of Employability within the all the Specialising Master's was accomplished three months after the end of didactic activities.

Examples of Partner Companies in the latest editions of the Master



Programme structure

Our **International Master in Marketing Management, Omnichannel & Consumer Analytics** is a 12-month Master programme offered by POLIMI Graduate School of Management.

With this course we give you a solid background for facing the challenges of contemporary marketing practice. This means things like digital marketing, mobile marketing, non-conventional marketing, omnichannel communication, quantitative and (big) data-driven marketing.

PROGRAMME STRUCTURE

The programme has been designed to provide you with a solid theoretical background with continuous applications to real business

introducing the specificities and the uniqueness of **Made in Italy**.

We've designed this Master in four major blocks: general content, specialised content, electives and concentrations, followed by the final Project Work.

Your path will be divided as follows:

- **General Management Courses (*Distance Learning*)**
- **Pillar I: Marketing Management**
- **Pillar II: Omnichannel Marketing and Consumer Analytics**
- **Electives**
- **Concentrations**

PROJECT WORK

You will need to accomplish and present an academic or company-based project in the form of a short thesis or describe the project you have developed in partnership with one or more companies.

LEADERSHIP & MANAGERIAL SKILLS

The Master will give you the opportunity to acquire and develop leadership and managerial skills through dedicated modules such as: Negotiation, Effective Communication, Leadership and Team Dynamics.

Sustainability & Impact

Shaping Purposeful Futures: Hands-on approach workshops designed in collaboration with professors and professionals, focusing on the topics of emerging trends in the field of sustainability and social impact. The goal is to gain awareness of how individuals, companies and communities can make a difference in creating a better future for all.

MASTER YOUR GROWTH

You will have the chance to try out a series of activities aimed at boosting your business networking opportunities, discovering the business world and enhancing your skills as a future professional.

PURPOSEFUL JOURNEY

Alongside the courses, you will be immersed in a series of practical experiences aimed at including the concept of Purpose in your master journey, divided into 4 main pillars:

- Management with Purpose
- Purpose Pioneers
- Leadership with Purpose
- Purpose in your Career

In each of the pillars you will be able to enjoy inspirational speeches, workshops, educational activities and exclusive content that will help you to acquire the right skills to become a purposeful leader of the future.

ADDITIONAL SERVICES

Throughout your Master you will be able to access a range of services offered by the Politecnico di Milano Digital Innovation Observatories that aim to provide students and companies with an expert point of view on digital innovation through research, communication and continuous updating activities. Moreover, you will also be able to access a language



[Download the course description](#)

Career

YOUR CAREER PATH

The Career Development Center provide students with a self-assessment of their skills and an analysis of the job market, candidates will be supported in designing a customised career strategy and an effective action plan, to turn their career aspirations into achievable goals. The Career Development Programme will assist students to develop professional skills and to become successful "Career Leaders".

Discover more about the services of our Career Development Programme and our Corporate Network

CAREER IMPACT

Our Master gets you ready for a variety of roles, including:

- Market Analyst
- Product Manager
- Digital Marketing/Trade Marketing specialist
- CRM specialist
- Brand/Consumer Insights specialist

TOP EMPLOYERS

Graduates of our previous editions are now working in leading companies such as:

- DELOITTE
- LUXOTTICA — PART OF ESSILOR
- INTESA SANPAOLO

INTERNSHIPS DURING THE MASTER

- 19% *Luxury, Fashion & Lifestyle*
- 15% *Consulting*
- 11% *Media/Entertainment*
- 11% *Healthcare*
- 11% *Manufacturing*
- 9% *Other*
- 8% *Retail*
- 4% *Automotive*
- 4% *Consumer Packaged Goods*
- 4% *Hospitality*
- 4% *Public Services*

Admissions

APPLICATIONS FOR THE 2024 INTAKE ARE OPEN.

2. SCREENING

which means that they may close even before the deadlines. Our limited number of seats available in the class means the sooner you apply, the better.

If you are a non-EU candidate, we recommend that you apply at least 3 months before the programme starts, to leave enough time for a Statement of Comparability of your degree and to apply for your student visa.

1. ACTIVATE YOUR APPLICATION AND SUBMIT YOUR DOCUMENTS

Fill in the form at apply.gsom.polimi.it and upload these documents:

- your CV in English
- university transcripts/mark sheets
- bachelor's/master's degree (if already available at the time of the application)
- copy of your passport or ID
- digital picture
- letter of reference
- motivation letter
- Financial Aid Essay (if you're applying for one of our tuition fee reductions)
- English proficiency certificate: IELTS, TOEFL, TOEIC or equivalent (if already available at the time of the application)
- Pay the Application Fee (EUR €100)

Motivational Interview in English, which we will do online.

3. OUR FINAL DECISION

- We will send you an e-mail with our final decision on your application, and if the result is positive, you will also receive scholarship information (if you applied for one).

4. CONFIRMING YOUR PARTICIPATION

- After you receive our email and the admission contract, we kindly ask you to confirm your participation in the programme by paying the first instalment.

What Students and Alumni say



Fees and Benefits



Meet with Us



Degree Awarded



At the end of your Master's, if eligible, you will be granted a:

- Master's Diploma from POLIMI Graduate School of Management
- 1st Level University Specialising Master Degree from Politecnico di Milano

Hear from our Ambassadors



Frequently Asked Questions

Any question about the application process, the master or the fees and benefits?

[Go to FAQ](#)

Alumni Experience

Get in touch with our Alumni and share their experience with our programmes.

[Discover more](#)

Knowledge

Vivi la nostra Scuola. Fallo con articoli, podcast e video capaci di ispirare la tua creatività, di contribuire alla tua voglia di innovare, e di stimolarti nella ricerca di un significato profondo alle tue azioni. Ecco gli ingredienti della nostra ricetta per il futuro.

[DISCOVER MORE](#)



POLIMI GSoM REGATTA 2024 – Cala dei Sardi is the venue

[Read More](#)

Financial Times: POLIMI Graduate School of Management's MBA among the best in the world

[Read More](#)

Innova Europe 2024: Renewing the Challenge of Sustainability

[Read More](#)

See also other Events

Lasciatevi ispirare dai nostri speaker. Per te, webinar, testimonianze, masterclass e tanto altro.

[DISCOVER MORE](#)

February 2024

Mon 19

Executive Masters Orientation Week
From 19 February to 22 February 6:00 PM - 7:45 PM (CET)

[SEE DETAIL](#)

Fri 23

POLIMI GSoM on the road – Barcelona
23 February 2024 9:00 AM - 12:00 PM

[SEE DETAIL](#)

Wed 28

POLIMI GSoM on the road – Istanbul
28 February 2024 3:00 PM - 7:00 PM

[SEE DETAIL](#)

Wed 2

Wednesday Sustainable Entrepreneurship
28 February 2024 (CET)
[SEE DETA](#)

Tue 20

POLIMI GSoM on the road – Madrid
20 February 2024 9:00 AM - 6:00 PM

[SEE DETAIL](#)

Tue 27

POLIMI GSoM on the road – Athens
27 February 2024 9:00 AM - 6:00 PM

[SEE DETAIL](#)

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