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Marketing Management

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Marketing Management

 1 year  English  Starts end of August and end of January

Learn to develop innovative and effective ways to distribute, design, price and promote products and services - both in an online and offline context. With your broad theoretical knowledge and relevant practical skills, a career as a successful marketing manager

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**85%****of the current students is (very) satisfied with the program**

National Student Survey, 2023 | n=72

**#27****worldwide in Business & Economics**

US News Best Global Universities, 2023

**#41****worldwide in Management**

Shanghai Global Ranking of Academic Subjects, 2022

Program and courses

In this program, you learn to understand consumer decision-making, and you are trained to strategically communicate, effectively brand, and efficiently distribute products and services. With Marketing Management you will become an **expert in analyzing and interpreting consumer and business markets**.

Characteristics of this program are:

Outstanding track record of students and staff. Multiple teachers have won innovation- and best teaching awards.

Strong connection with business practice. Business challenges, company guest lectures, and actual business cases ensure a strong connection between marketing theory and practice. You acquire the latest ideas from academic research along with insights, techniques, tools and procedures that are used in commercial practice.

Personalize your program with various electives to choose from, or take the opportunity to pursue a **double degree** in collaboration with one of our foreign partner universities.

Blended learning in various courses: **interactive on-campus lectures** are supplemented with **online materials**.

In the first semester of the regular program, you can also apply for the following advanced programs:

* The Extended Master's Program
program.

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raineeship to the regular master's

* The QTEM network program, which adds an additional year to the program which you spend at a QTEM partner university and corporate partner.

Typical courses are:

Brand Management

Marketing Communication

Marketing Channel Management

Strategic Marketing Management

[More on the program and courses](#)



Laurens

Master's student

"The quality of education is really high and the professors are really skillful. I did not expect the Master to be so well rounded. In my opinion the program touches almost all facets related to marketing."



Ron

Master's student

"I'm really enjoying my time at Tilburg University. Compared to HBO, it's a lot more work, but the courses are very interesting. I feel like I have learned a lot so far and am glad I chose this program!"

Career prospects

With your broad theoretical knowledge you will be in a highly competitive position when it

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skills, you can expect to be in a strong position to find the job you want. You will be able

to choose from a diverse range of positions, such as product/brand manager, online marketer, or sales manager.

Some examples of our graduates' jobs:

Marketing Trainee at L'Oréal

Management Trainee at KLM Royal Dutch Airlines

Brand Manager at Perfetti van Melle

Category Manager at Anheuser-Busch InBev

Alumni facts

Is (very) satisfied with the Master's program: 89%

Gross monthly income one year after graduation: € 2,799

Would choose the same program at Tilburg University: 81%

Source: National Alumni Survey, 2021 / n=27

More on your career prospects



Application and admission

This Master's program starts:

End of August and end of January

Best preparatory programs:

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A Bachelor's degree from Tilburg University in Business Economics or International Business Administration.

Bachelors with a solid foundation in Mathematics and Statistics, Marketing, Marketing Research and Consumer Behavior, Management, Organization, Finance or Accounting, and Academic training.

Pre-master's program:

Open to both Research University students and students from a Dutch University of Applied Sciences (HBO).

Tuition fees and scholarships

International students find all information about [tuition fees](#) and [scholarships](#) here.

Interested in this program?

[Check your eligibility](#)

Check out where some of our Master in Marketing Management alumni work!



More information on this Master's program

Create your own e-brochure with information on program content, admission requirements, career prospects, and student life in ... ear you can take part in various types of events: on-campus, abroad

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[All information in one e-brochure](#)[Check out our events calendar](#)**14 Mar '24 16:00 - 17:00**

Get to know Tilburg University - Orientation Webinar for Master's programs

>

Are you curious about the experiences of international students like you? Join our Get to know Tilburg University Webinar led by our international team and discover what it is like to study at Tilburg University! It is your one-hour introduction to studying in the Netherlands, the city of Tilburg, and our university. You can join the webinar from 16:00 until 17:00 CET.

23 Mar '24 09:30 - 17:00

Master's Open day

>

Are you interested in doing a Master's program? Do you want to specialize or are you looking for a Master that broadens your possibilities? Join us at the Master's Open day on March 23 to find out which (pre-)Master's program suits you best. Learn all about our (pre-)Master's programs and tracks, and ask teachers, students, and education coordinators your questions.

03 Apr '24 13:30 - 16:00

Campus Experience

>

Are you curious about life as a student at Tilburg University, or not sure which university you want to attend? Join our Campus Experience on April 3 or May 8! Discover our compact and green campus with one of our students and find out if Tilburg University is your future home.

**study in NL****Interested in the MSc Marketing Management?**[Check your eligibility and the](#)[Skip to main content](#)

[Application and admission](#)

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