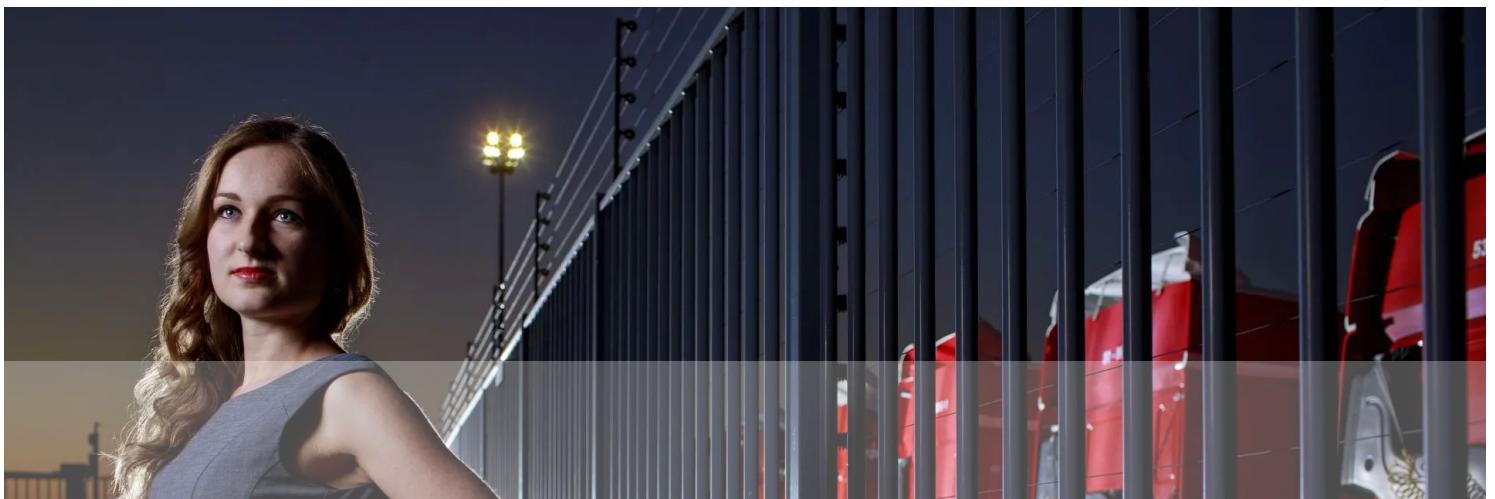


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Marketing Analytics

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Alumnus Marketing Analytics Yvonne Bolsius

new Senior Product Manager at [Gruwez Gestelis](#)

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Marketing Analytics

 1 year  English  Starts end of August and end of January

Become a highly trained marketing analyst. The Master's program in Marketing Analytics teaches you to gather and analyze big data using the latest techniques and methods available, in order to provide management with critical marketing insights and opportunities, both online and offline.

 **98%**
of the current students is (very) satisfied with the program
National Student Survey, 2023 | n=36

 **#27**
worldwide in Business and Economics
US News Best Global Universities, 2023

 **24%**
international students
from all around the world

Program and courses

In a world where massive amounts of data are available, it is a challenge to use these data wisely, so both consumers, as well as businesses, benefit from them. Improve marketing decision-making by using state-of-the-art research methodology to collect, analyze and disseminate quantitative information in a system

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The program focuses on key Marketing Analytics courses in combination with Data Science and Marketing Management topics.

Expand your skillset: training in a variety of coding languages, enabling you to become a versatile marketing analyst.

Strong links with business practice: what you learn is applied to real or simulated marketing dilemmas, whether it is during assignments or in interactive sessions with classmates and professors.

Outstanding track record of students and staff. Multiple teachers have won [innovation- and best teaching awards](#)

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.

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

- * **The Extended Master's Program**, which adds a half year traineeship to the regular Master's program.
- * **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:

Social Media and Web Analytics

Customer Analytics

Pricing and Revenue Analytics

Skills: Online Data Collection and Management

Skills: Data Preparation and Workflow Management

[More on the program and courses](#)

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Laurens van der Hoeven

Master's student

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

Career prospects

With your broad theoretical knowledge and relevant practical skills, you can expect to be in a highly competitive position when it comes to getting the job you want in Marketing Analytics. Choose from a diverse range of positions, such as Market Researcher, Big Data Analyst, or Consumer Behavior Analyst.

Some examples of our graduates' jobs:

Data Analytics Professional at GfK

Customer Insight Analyst at NS (Dutch Railways)

Customer Intelligence Analyst at Essent

Alumni facts

Average number of months until first paid job: 3,5

Alumni (very) satisfied with the program: 85%

Gross monthly income one year after graduation: € 2,994,-

Source: National Alumni Survey, 2021 / n=13

[More on your career prospects](#)

[Skip to main content](#)



Application and admission

This Master's program starts:

End of August and end of January

Best preparatory programs:

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

Bachelors with a solid basis 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 Master's program?

[Check your eligibility](#)

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Master in Marketing Analytics - Tilburg University



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 Tilburg. Throughout the year you can take part in various types of events: on-campus, abroad or online.

[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 tracks, and ask teachers, students, a

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(pre-)Master's programs and our 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 Analytics?

Check your eligibility and the deadlines for application

[Application and admission](#)[Share](#)

Related Master's programs

[Marketing Management](#)[Business Analytics and Operations Research](#)[Information Management](#)

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