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Master's Degree Programme in Digital Marketing and Corporate Communication

The Master's Programme in Digital Marketing and Corporate Communication at the Jyväskylä University School of Business and Economics (ISBE) educates pro-

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Finland is among the leading countries in the world in terms of how organizations and inhabitants use information and communications technology (ICT). For instance, almost everyone in Finland uses online banking and owns a smartphone, and we have the lowest mobile data prices in the whole world.



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Studying digital marketing and communication in one of the leading universities in Finland is a perfect place for any prospective student who wishes to learn more about these fields.

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Programme info

Applications for Master's Degree Programmes can be submitted once a year in January. The next call for applications is in January 2025.

The complete studies total 120 ECTS credits. Studying full time, students will graduate within 2 years. This Master's Degree Programme is taught entirely in English. Studies begin in September and there is no mid-point entry to the programme. After graduation, students are awarded the title Master of

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Graduation from the programme gives in-depth knowledge and skills to plan and execute strategic and tactical activities in managerial and expert positions related to marketing, sales, and corporate communication in today's digitalized society. The programme is being taught by academics working in the Digital Marketing and Communication research group at JSBE and both national and international practitioners.



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Student story

3.1.2024

A fresh start – Towards a master's in marketing despite the obstacles

Anne Christabel de Leon | School of Business and Economics

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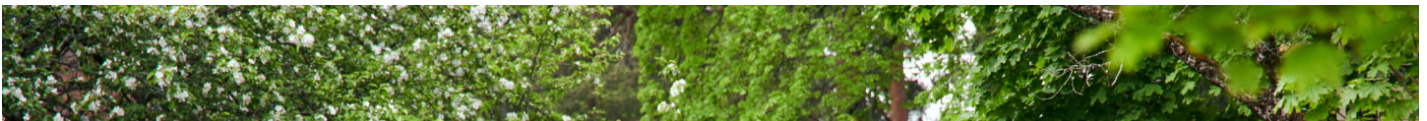
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How and when to apply?



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The next call for applications is in January 2025

In order to be eligible to international master's programmes at the University of Jyväskylä, applicants must hold (or must complete by our deadline) a bachelor's degree, master's degree or equivalent from a recognised institution of higher education. Please note also, that all applicants, even native speakers, must demonstrate their English language proficiency in one of the ways mentioned in the admission criteria.

The online application form will be available in the Studyinfo.fi portal only during the application period. In addition to the online application form, the applicant needs to submit the required attachments mentioned in the programme-specific admission criteria and on the application form.

Well before you apply, please read carefully the general instructions for applying and the programme-specific admission criteria below.

How to apply?



Admission criteria for Master's Degree Programme in Digital Marketing and Corporate Communication (Studyinfo.fi)



Bachelor's/Master's thesis abstract template for DMCC applicants (download)



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Find out more about JSBE



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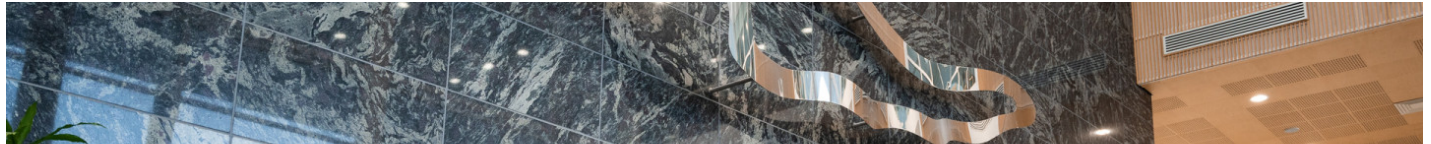
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 Mento,
Anne
Christabel

Anne Christabel
Master's Programme in Digital
Marketing and Corporate
Communication, Master of Science
in Economics and Business
Administration

I COME FROM
Cabanatuan City, Nueva Ecija,
Philippines

Chat with Anne Christabel



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If you have questions concerning the admission process, please contact JYU Admission Services:

admissions@jyu.fi

About tuition fees and the scholarship programme for students liable to pay tuition fees, please contact the International Office: degree-students@jyu.fi

If you have programme-specific questions for example on studies in the programme, or the suitability of the field of your previous degree when applying to the programme, please contact us: dmcc-info@jyu.fi

See more detailed contact information

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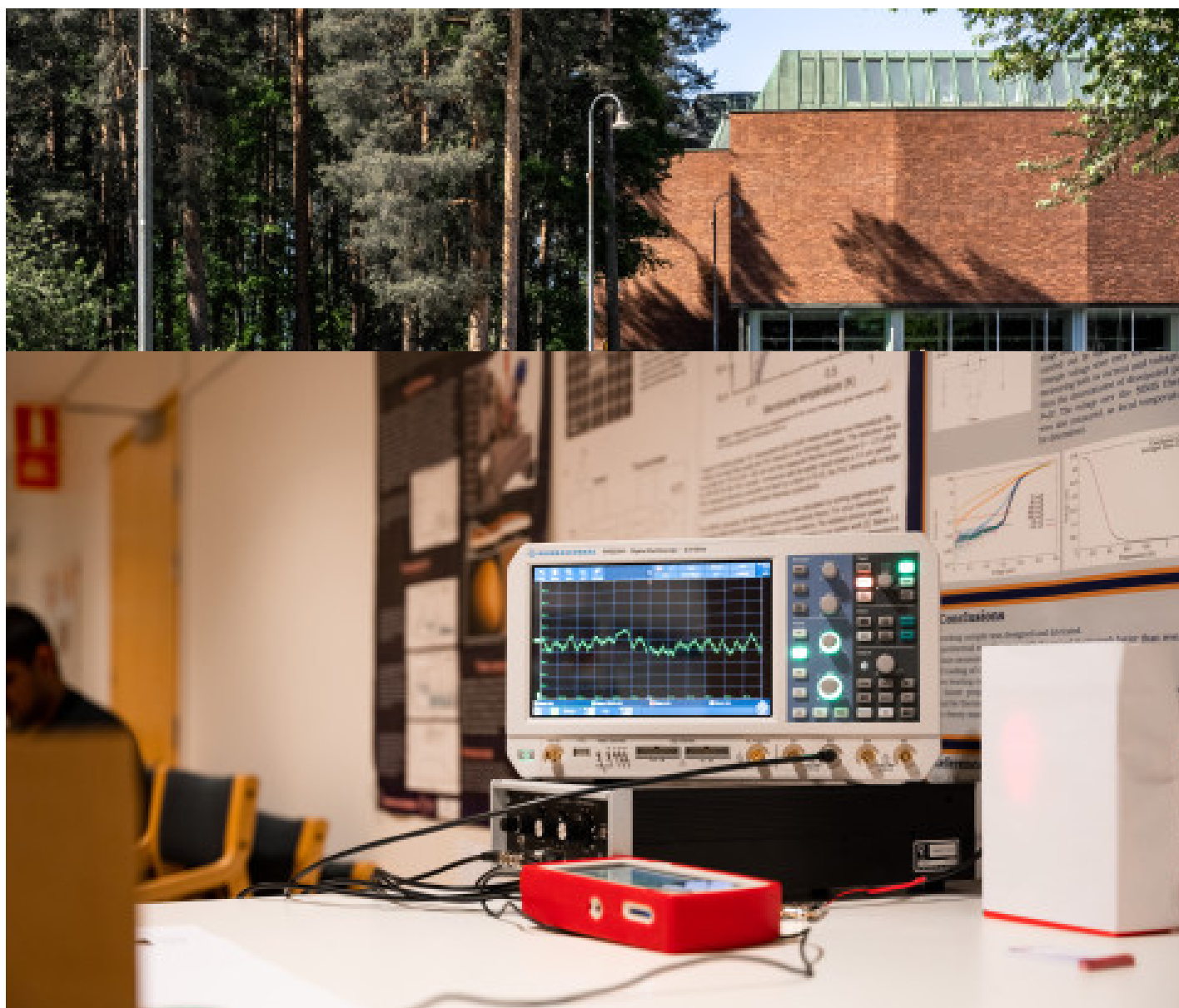
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