

# Master in Marketing Management (MiMM)



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By choosing MiMM, you are choosing excellent academic training, the opportunity to work with exciting marketing professionals, and to learn to make an essential contribution to both the economy and society.

## Why MiMM

The program focuses on our proven Three-Track concept modeled after the marketing functions of the future (customer focus, emerging management issues & marketing functions). With an extensive and academically well-founded education in consumer behavior, market research and marketing management, you learn how to run a company in a customer-oriented manner and satisfy customer requirements to ensure that companies can stand their ground to succeed in global competition. Within the scope of application projects 1 - 3 (compulsory courses), students carry out a practical project in close cooperation with companies for three semesters and are supervised by a lecturer. With its sustainability focus in teaching, the MiMM is one of the sustainability study programs at the University of St.Gallen.

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Student Testimonial - Master in Marketing Management  
(MiMM) at the University of St.Gallen (HSG)

Master Marketing Management Bootcamp HS2021:  
Students' Voices - University of St. Gallen - HSG

## Contact

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**Details**

For any questions about the MiMM, please write to us at  [mimm@unisg.ch](mailto:mimm@unisg.ch). If you have any questions regarding the admission requirements, please contact  [admissions@unisg.ch](mailto:admissions@unisg.ch). There you can be helped in detail on your personal career.

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