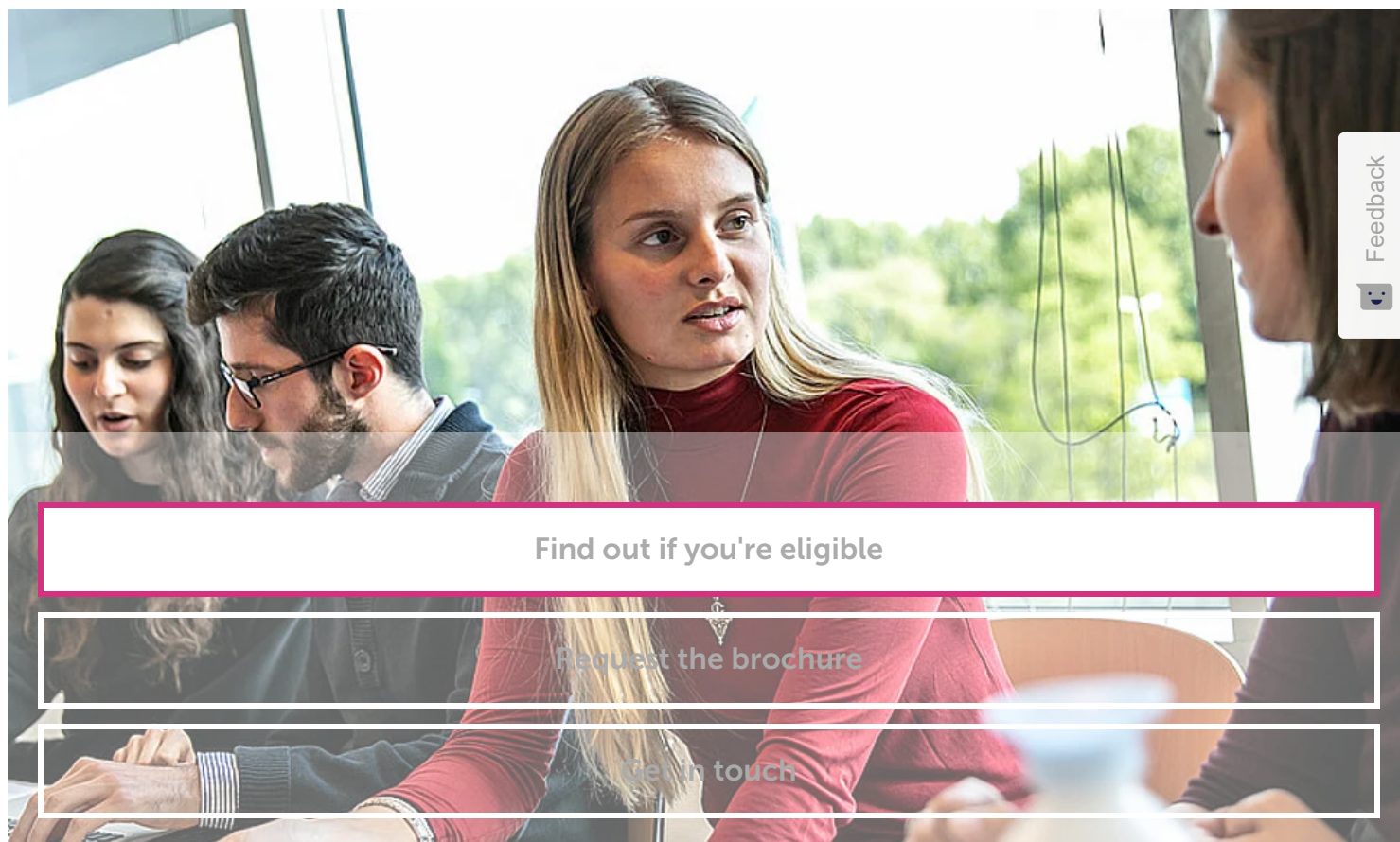


MSc Marketing Management

MSc Marketing Management

Learn to create value for consumers, organisations and society by understanding consumer behaviour and integrating this into marketing strategies.



Application deadline

15 May or earlier if programme reaches maximum capacity.

[Show all](#) ▼



Starting date

August 2024

Admission & application

Get in touch

MSc Marketing Management



Fee

€2,530 (EEA) | €22,500 (non-EEA)

[Show all](#) ▼



Language

English

Why do people do the things they do? Why do they buy the things they buy? How can you nudge them to choose your product or service? Learn the latest theories of consumer behaviour and market needs, and how to translate this into solid marketing strategies to help organisations grow. You will explore up-to-date marketing theories – many of the electives in the MSc Marketing Management would not have even been in the curriculum five years ago because it evolves so fast.

Feedback

You can customise the programme with one of these elective tracks: brand and product management, or digital marketing and analytics. You'll graduate with the knowledge, tools and tactics you need to create value for any kind of company or organisation.

249 average number of students in cohort

39% international students in programme

92% of graduates employed within 3 months after graduation

Examples of industries where graduates work: consumer goods, consulting, and fashion and textiles

Examples of graduates' job titles: *account manager, brand manager, market research analyst*

Admission & application

Get in touch

MSc Marketing Management

Hot topics

Deep dive into emerging technologies, consumer behaviour, platform economics and marketing analytics which are brought to the classroom by world-leading researchers.



Top-ranked

Join a top-quality school: RSM's MSc Marketing Management programme is ranked 22nd in the QS Business Masters Rankings 2022.



International insights

Discover eye-opening perspectives from your classmates, professors, and researchers from all over the world – and you also learn first-hand from study trips, company visits, exchanges and extracurricular activities.



Customise your programme

Specialise yourself by choosing one of two elective tracks: brand and product management, or digital marketing and analytics.

More about the programme

Admission & application

Get in touch

MSc Marketing Management

Feedback

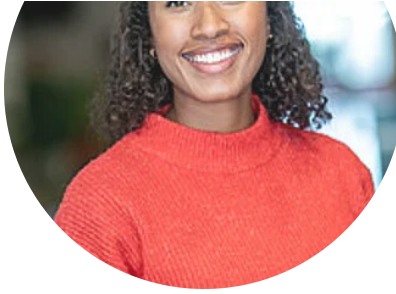
Curriculum	+
Career opportunities	+
Studying at RSM	+
Fees & scholarships	+
Admission & application	+
Immigration & housing	+

Hear from our current students

Admission & application

Get in touch

MSc Marketing Management



// It is demanding and equally fulfilling. We have guest lectures and real-life applications, group work and assignments that keep us on our toes and we need to keep up, so it is very challenging. And yet I am always surprised by how much I am actually learning. There is a focus on understanding marketing research, and I definitely feel like I have gotten way better at this. This master programme is a very international environment, and there are very intelligent people in the group. You need to be independent and manage your own work. You are expected to know certain terms, how to write reports and how to study efficiently. We often use case studies and practice data analysis – this is great preparation for the thesis. //

Sophie Acquah (MSc Marketing Management 2020)

Feedback

You might also be interested in



MSc People, Organisations & Change



MSc Strategic Management

Learn how you can develop strategies

Admission & application

Get in touch

MSc Marketing Management

Are you still in doubt?

Would you like extra information or support? We are here to help!

Feedback

[View our FAQ](#)

[Get in touch](#)

Accredited by

Top ranked

Assessed by

[Admission & application](#)

[Get in touch](#)

MSc Marketing Management

Executive Education

Programme finder

Information for

Contact

Follow us



Feedback

User Terms Privacy Statement Disclaimer Cookie policy

Copyright © 2024 RSM. All rights reserved.

Admission & application

Get in touch