

Lang's MSc in Marketing and Consumer Studies program will equip you with the skills and expertise needed to manage large-scale research projects.

In order for a business to succeed, decision-makers must be able to understand the behaviour and trends of consumers. This program prepares you to pursue a career in marketing, brand management, product development, market research, and consumer protection policy. The program also provides excellent training for the pursuit of a PhD in marketing, consumer behaviour or a related business discipline.

The MSc program draws on a variety of disciplines in marketing theory and research methods. You will complete five core courses, including consumer behaviour and marketing theory, three graduate courses in measurement and analysis, and an elective course exploring theoretical topics in marketing, which will help you develop your thesis.



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Contact Admissions



Apply Now

24 months

Program length

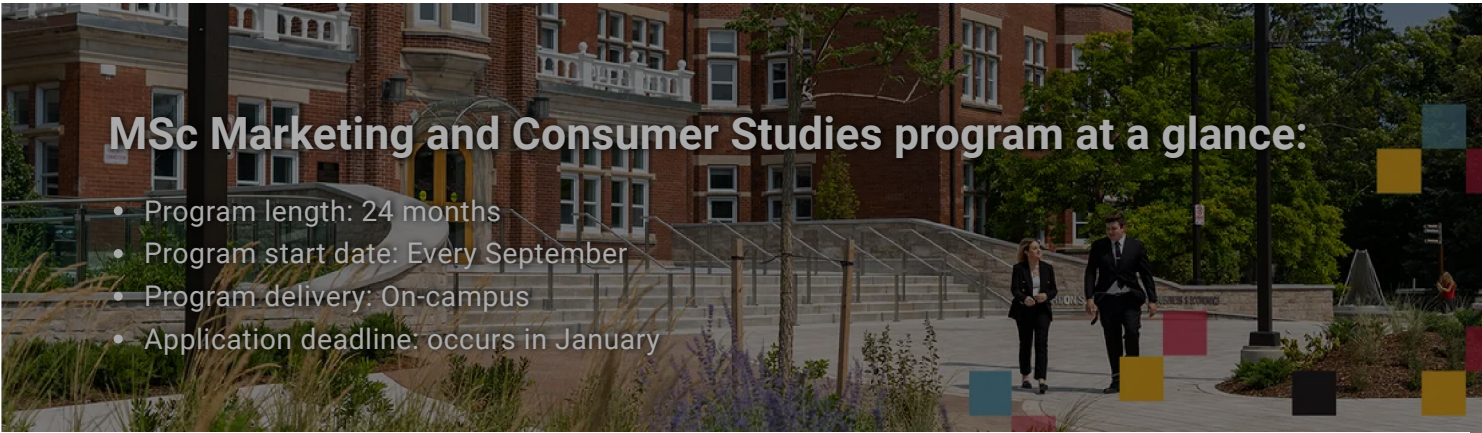
Top 6%

#5

in the world for sustainability focus **

Every September

Program start date



Program format



Admission requirements



Careers



Graduates of this program pursue careers in a number of unique areas in marketing, advertising and public sector, including;

- Marketing research
- Brand management
- Marketing management
- Advertising and communication
- Quality management
- Quality control consulting

Tuition and funding



International Students

