



- The marketing department in Groningen is home to outstanding (international) researchers and professors with vast experience in the marketing and consultancy field. We also bring industry experts and marketing professionals to show you how the knowledge we teach you in the classroom can make a difference in the real world.
- We believe in responsible marketing and we teach you about financial sustainability, but also about ethical considerations and sustainability. In the Marketing Management track in Groningen, we cover topics such as societal and consumer well-being, growing demand and the effect on environmental sustainability, and socially responsible campaigns and initiatives.
- You learn about the latest developments in the field and how technology and innovation can disrupt or create value for customers and organisations. You gain knowledge from top marketing journals and hands-on experience by working on marketing cases and designing campaigns, apps, or websites for businesses. Tap into the College Tour, an extracurricular event through which you will engage with 1 or 2 companies, meet people in different roles, and engage with them directly.
- The programme has a very active community, MARUG, which is run by students for students. With over 1400 members, there is an activity for everyone from socials to get to know your classmates to career activities where you can meet your future employer.
- Our graduates have found jobs as marketing strategists, commercial analysts, online marketing consultants, SEO and social media specialists, customer journey specialists, and many more. Interested to find out more? Join the LinkedIn community.
- You have the possibility to study abroad by taking a double degree master with the Fudan University in Shanghai.
- The programme has been internationally accredited by the AACSB and EQUIS, ensuring a high-quality education, which only 1% of universities reach worldwide.

+ Programme

+ Entry requirements

+ Tuition fees

+ After your studies

+ Research