



**Upcoming deadline: please apply before 1 March to start in September 2024.**

In the Marketing Analytics and Data Science (MADS) track, part of the MSc Marketing, you will become an expert on marketing analytics and get a thorough understanding of the impact of digitalization on marketing. You will learn how to use advanced statistical techniques to analyze data, both structured and unstructured. You learn how consumers, firms, and society can benefit from data science, but we also discuss the ethical considerations of working with large amounts of data.

There is room for personal choices, too, you can choose electives on topics like digital marketing intelligence, supply chain analytics, and econometric models. Also, we want you to gain hands-on experience, which is why you will be working on an assignment using the latest Google Analytics 4. The programme offers you the potential to explore business ethics, the sustainability of supply chains, and the role of marketing in Corporate Social Responsibility (CSR).

In the Master's programme in Groningen, you will attend research-driven and fact-based courses about the most recent developments in the area of marketing. To combine the best business practices with academic insights, we use lectures, hands-on tutorials (and assignments), and invite practitioners to give guest lectures.

Important: The MSc Marketing is a selective programme and you need to take part in a selection procedure. Please read more about the [application deadlines and entry requirements](#).



- We take a unique approach in Groningen in that we cover both data engineering and data science aspects in our programme. We teach you how to effectively collect data because this sets a solid foundation for data processing and analysis. Gaining competencies in both data collection and data processing will allow you to succeed in the data-driven marketing landscape. What's more, we emphasize the ethical aspect when handling data to prepare you for a future career as a responsible marketer.
- Focus on services instead of goods, and on how humans interact with technology, in the Managing Customer Experience course – a unique feature of this programme.
- Take a Double Degree programme and earn two Master's degrees in just two years by studying in Groningen and at a top university abroad - Münster University in Germany or Oslo Business School in Norway.
- Develop analytical and critical thinking skills by working on research assignments using big data from companies. This is another aspect of the programme that is unique in the Netherlands.
- 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 business intelligence specialists, data analysts, data consultants, data scientists, marketing automation consultants, and many more. Interested to find out more? Join the LinkedIn community!
- 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

