

[Log in](#)[No](#)[Menu](#)

Master of Science

BI–Luiss Joint MSc in Marketing

Earn two individual master degrees in Marketing while studying at BI in Oslo for one year, followed by one year at Luiss University in Rome.

Jump to...

English

 *Full-time*



*Start date: August
2024*

Add to favourite

Apply now

What will you learn?

Do you want to be prepared for the international job market? Our joint programme is taught in two different locations to provide a unique multicultural experience, and you will benefit from the knowledge, perspectives and research-based training shared by two internationally acclaimed business schools. The programme also provides you with a unique opportunity to study marketing from a strategic perspective, while at the same time specialising in the analytics and metrics areas of the field. It covers all major topics within the field of marketing, from statistical methods, digitalisation and how culture influences consumer behaviour. The first year of the programme will be located in the urban and modern city of Oslo. For the second year, you and your classmates will complete your studies in the historical and cultural city of Rome.

The nature and curricula of the BI-Luiss joint programme will also teach you to appreciate and benefit from the cultural differences you will meet in an increasingly international workplace. You will be able to evaluate decisions in light of conflicting interests and consider different stakeholders' influence on the organisation. Your combination of expertise in marketing and the ability to work in diverse environments will be highly sought after. Your skills will be relevant for a wide range of positions in marketing-oriented organisations focused on building and delivering value to customers.

Luiss

Located in the eternal city of Rome, Luiss is an international university specialised in the fields of social sciences, providing a diverse learning environment based on entrepreneurship, responsibility, and sustainability. Since its founding, Luiss has

developed privileged relationships with the business community, government institutions and civil society.

The Luiss educational model combines academic rigor with practical relevance. Its main features are:

Research: Luiss faculty members are experts in their fields, actively engaged in their research communities as well as in the professional and management communities.

Experience-based: Luiss relies upon a highly selected pool of top executives, chartered consultants and diplomats to discuss topics in class.

Problem-driven: Luiss programmes require students to engage in projects and research, in which they are expected to develop solutions to real-world problems.

[Read more about Luiss](#)

Popular courses covered in this programme



Brand Management

Learn how to strategically position and grow a brand. Could you build the next Apple or Coca-Cola?



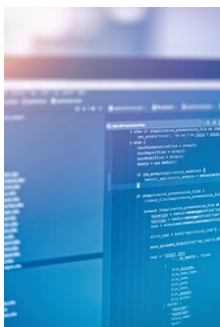
Ethics and Sustainability in Organisations

Get the knowledge and skills necessary to take an active, professional part in the economic and environmental challenges of today, including climate change, poverty and employment issues.



Understanding the Consumer

Get fresh insight into consumer behaviour and what makes people buy.



Marketing Research

Gain solid insight with analytical tools used in marketing and learn how to analyse secondary data using multivariate techniques with the purpose of enhancing marketing decisions.

Why choose this programme?

Engaging learning experiences and quality teaching are something we strive to provide, to help you build a solid skill and competency base, making you relevant for the future of work. In the video below, you will get the perspectives of our students, faculty, and the industry to understand the reasons for choosing to study BI–Luiss Joint MSc in Marketing.



Why choose BI–Luiss Joint MSc in Marketing?

Trying to decide which master programme is right for you? Take our [Master Quiz](#) to find your best match.

Career Possibilities

This joint master programme in Marketing will provide you with a solid basis for managerial positions in market-oriented organisations. This is a programme in leadership education as well as in marketing education, from an international perspective. With this degree, you will be able to work in a wide range of businesses and industries. Here are a few examples of positions you can aspire to have after graduating from the programme:

Brand Manager

Market Analyst

Social Media Manager

Digital Marketing Director

Communications Specialist

International Marketing Manager

Media Buyer



Carolina Linkowski

Channel Marketing and Operations

Huddly

➔ [On a double-track to startup success](#)

Customise your degree

As a master student at BI, you have several exciting opportunities that will contribute to a varied and interesting student life, at the same time as you build relevant competence and gain an advantage in the job market by tailoring your degree.

Exchange



Two degrees



;

Programme Structure

The BI–Luiss Joint Masters in Marketing is a two-year, 120-ECTS-credit programme. You will spend the first year at BI Norwegian Business School in Oslo and the second year at Luiss University in Rome.

1. Year

60 credits (ECTS)

Autumn

Brand Management

6 ECTS

Service Marketing

6 ECTS

Understanding the Consumer

6 ECTS

Topics in Digital Marketing

6 ECTS

Introductory Data Science for Marketing

6 ECTS

Spring

Customer Value Analytics

6 ECTS

Marketing Research

6 ECTS

Research Methodology - Marketing

6 ECTS

Ethics and Sustainability in Organizations

6 ECTS

Marketing for a Better World

6 ECTS

2. Year

60 credits (ECTS)

Autumn

Marketing Law and Regulation

6 ECTS

Elective

6 ECTS

Behavioral Economics and Consumer Decision Making

6 ECTS

Integrated Marketing Communication

6 ECTS

Performance Marketing

6 ECTS

Spring

Data and Artificial Intelligence Labs (Series of Digital Skills Seminars related to thesis)

8 ECTS

Thesis Writing Seminar

4 ECTS

Master Thesis

18 ECTS

Optional Activities: Project Work or Internship

0 ECTS

Please be aware that the study plan and courses can be subject to change.

Admission Requirements

- [Admission requirements for all Master of Science programmes](#)
- [Programme specific admission requirements for the BI–Luiss Joint Masters in Marketing](#)
- [If you are a current student at BI, log in to the student portal to find specific admission requirements in your education plan](#)

Priority application deadline: 1 March

After 1 March, applications are accepted on a rolling basis.

Practical information

Useful links:

- [BI-Luiss Joint Masters in Marketing Scholarship](#)
- [Tuition Fees](#)
- [Student Life](#)
- [Housing for international students](#)

English



Credits: 120



Full-time



Oslo

Apply now

Related programmes

Master of Science **Strategic Marketing Management**

Become a well-prepared leader within marketing in the modern economy. Learn how to understand the consumer's psychology and behaviour, marketing research, statistical methods, and how to build strong brands.

 *Full-time*

Master of Science
Business

Combine different subjects within the core fields of business to suit your interests and career aspirations. Gain broad and sought-after competency that can lead to a wide range of different positions.

 *Full-time*

Master of Science in Business
Major in Marketing

Customise your Master of Science in Business degree by choosing a major in Marketing.

 *Full-time*

[Emergency plan](#)

[Speak up](#)

[Disclaimer](#)

[Privacy policy and cookies](#)

[Oslo](#)

[Bergen](#)

[Trondheim](#)

[Stavanger](#)



© 2024 BI Norwegian Business School