

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.

Jump to...

English🕒 *Full-time*📍 *Oslo*📅 *Start date: August
2024*

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What will you learn?

Strategic Marketing is about creating future-proof businesses that are able to create value for their customers, and make money in an ever-changing marketplace. This is a master's programme for people who like to communicate, and support their message with a thorough understanding of statistics and analysis to substantiate their communication to their targeted market. The programme will provide you with the academic and professional competence you need for managerial positions in marketing, both in Norway and abroad. Your understanding of digital platforms and new ways of reaching the market will be highly sought after.

The curriculum is advanced and innovative. Some of the most important topics in the programme include understanding the consumer's psychology and behaviour, marketing research and statistical methods, building strong brands in the goods and services markets, and the financial consequences of marketing investments.

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?



B2B Marketing

Develop your skills as a B2B marketing manager in two main areas: 1) B2B marketing strategy analysis and formulation, and 2) B2B marketing strategy implementation.



Understanding the Consumer

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



Customer Value Analytics

Develop the techniques needed to assess customer value and learn how marketing decisions impact both customer value, as well as corporate value.

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 Master of Science in Strategic Marketing Management.



Why choose Master of Science in Strategic Marketing Management?

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

Career Possibilities

A Master's in Strategic Marketing Management 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. With this degree, you will be able to work in a wide range of businesses and industries. Here are a few examples of positions our former students have obtained:

Head of Integrated Communication, Mercedes-Benz

Category Trade Manager, Mondelez International

Brand Manager, Stabburet

Marketing Coordinator, Silicon Laboratories

Market Analyst, Verdens Gang AS (VG)

Project Manager, Microsoft Norway



Renate Berenett

Senior Product Manager

Orkla

➔ [A Young and Up-and-Coming Manager](#)



Priska Natri

Global Incubation Lead

Google

→ [Global Incubation Lead at Google](#)



Magnus Emil Furnes

Junior Brand Manager

Coca-Cola

➔ [Junior Brand Manager at Coca-Cola](#)

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.

- Internship 
- Elective courses 
- Exchange 
- Double degree 

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Programme Structure

The academic year at BI is divided into two semester, one in the autumn and one in spring. There are exams at the end of each semester. This programme structure provides an overview of which courses you will be taking and when you will be taking them.

1. Year

60 credits (ECTS)

Autumn

Brand Management

6 ECTS

Service Marketing

6 ECTS

Understanding the Consumer

6 ECTS

Introductory Data Science for Marketing

6 ECTS

Topics in Digital Marketing

6 ECTS

Spring

Research Methodology - Marketing

6 ECTS

B2B Marketing

6 ECTS

Marketing Research

6 ECTS

Customer Value Analytics

6 ECTS

Ethics and Sustainability in Organizations

6 ECTS

2. Year

60 credits (ECTS)

Autumn

Choose:

- Specialisation electives
- Internship
- Exchange

24 ECTS

Master thesis

6 ECTS

Spring

Strategic Marketing Issues

6 ECTS

Master thesis

24 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 Master of Science in Strategic Marketing Management](#)
- [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 for Master of Science: 1 March
After 1 March, applications are accepted on a rolling basis.

Practical information

Useful links:

- [Tuition Fees](#)
- [Scholarships](#)
- [Student Life](#)
- [Housing for international students](#)

English



Credits: 120



Full-time



Oslo

Apply now

Related programmes

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.

 *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*

Master of Science
Digital Communication Management

Study how digital technologies impact organisations and society, and how organisations navigate and transform the functions and roles of communication to adapt to the increasingly complex digital corporate landscape.

 *Full-time*

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