



## MASTER OF SCIENCE IN MARKETING

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College of business and Economics / Programs / Postgraduate Program...

The Master of Science (M.Sc.) in Marketing program aims to produce highly qualified professionals and researchers by preparing them to assume senior managerial and leadership positions in various marketing areas. The M.Sc. in Marketing program is AACSB accredited. The program strives to equip graduates with the knowledge and skills they need to significantly make a difference in Qatar and beyond. The program also aims to prepare students for the pursuit of an advanced research degree in Marketing.

### Benefits

The Master of Science in Marketing program enables students to:

- Acquire a skill-set expected from a marketing expert and demanded by companies for lifelong career success in marketing
- Learn from corporate mentors and establish a base for future networking
- Pursue a concentration option in sports marketing, which provides them with further employment opportunities
- Develop capabilities in conducting scientific research in the marketing discipline

### Who is it for?

Students completing a BBA in marketing or other business majors (i.e., economics, management, finance, etc.) are potential candidates for the M.Sc. in Marketing program. In addition, entry-level to mid-level management personnel can pursue this program for career advancement. Higher level managers can pursue this degree to aim for executive and leadership positions.