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Programme coordinator



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Master of Science in Marketing and Consumption

Master's programme   S2MOK   2 years   120 credits (ECTS)

Autumn 2024

Study pace	Time	Location
100%	Day	Göteborg

Tuition  
Full education cost: 180 000 SEK  
First payment: 45 000 SEK

Study Counsel

No fees are charged for EU and EEA citizens, Swedish residence permit holders and exchange students.

[More information about tuition fees](#)

Application closed

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Day

Location  
Göteborg

Tuition  
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[More information about tuition fees](#)

Application opens 15 March 2024

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Sustainability related



We are available by phone, offer digital drop-in in Zoom and take visits at the School of Business, Economics and Law.

[study.info@gs.gu.se](mailto:study.info@gs.gu.se)

+46 (31) 786 37 32  
Monday-Tuesday: 09-15

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Thursday-Friday: 09-15

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## Summary

The master's programme in Marketing and Consumption explores marketing, branding, meeting sustainability challenges, and understanding consumers in a global marketplace. It targets you who want to learn about the role of marketing and consumption in contemporary society, its cultural underpinnings, and global dimensions. Through cutting-edge, research-based courses, it gives you an opportunity to develop strategic thinking and top-quality skills in marketing and consumption.

## About

The marketplace is dynamic and ever changing, with continuous product launches competing for consumer attention and loyalty. The master's programme in Marketing and Consumption is ideal for you who want to gain expertise in a critical area for success—understanding customers and how to respond to changing customer needs. A work skill that we believe is a decisive success factor in your future career.

### **Tailor your education to suit your particular interests**

The programme deals with regional, national, and global aspects of sustainable consumption, consumer behaviour, and maintaining a competitive advantage. An international group of students with different educational backgrounds and work experiences will enrich your studies and prepare you for a successful international career. Recent theoretical developments in marketing are combined with up-to-date, real-world cases analyzed in close cooperation with the surrounding society and companies. In addition to the core courses providing foundational knowledge, you will have the opportunity to choose between a variety of elective courses to tailor your learning experience, for example in consumer decision-making, service design, or digital marketing. It is also possible to choose courses in other fields, such as management and tourism. Additionally, you will have the opportunity to spend a semester abroad at one of our high-quality international partner universities.

### **Faculty reputation in marketing and consumption**

The marketing faculty at the School of Business, Economics and Law enjoys a reputation as one of the best in Sweden in both research accomplishments and classroom tuition. The programme offers up-to-date courses by experienced and qualified professors. Marketing is an important field within business administration at the School of Business, Economics, and Law in Gothenburg, and over the years, thousands of satisfied students have obtained their diplomas in marketing.

Around 70% of our graduate students from 2019 had a job offer within 2 months after graduation.

### **A focus on sustainability**

Knowledge about sustainability challenges and sustainable development is highly demanded in the marketing profession. The master's programme in Marketing and Consumption has a long-standing reputation for addressing

sustainability in marketing, with dedicated courses for more than fifteen years. The competence you will gain through an in-depth understanding of sustainability marketing will give you an edge in your future career.

### **International**

You will be part of a multicultural classroom. An international atmosphere allows you to experience other cultures, improve your communication skills, and build a global network of friends. Also you will have ample opportunities for exchange studies. More programme specific information about possibilities to study abroad can be found under Exchange opportunities.

## Programme structure and content

Throughout the programme, you will experience a wide range of learning activities including case-work, lectures, seminars, labs, and presentations. Many courses include prominent guest lecturers from our partner companies and other organizations.

You will gain foundational knowledge in eight mandatory courses:

- Marketing in the Service Economy
- Sustainable Marketing Management
- Consumption and Markets
- Multivariate Data Analysis
- Advanced Qualitative Methods
- Branding and Consumption
- Retail Marketing
- Perspectives on Consumer Choice Behavior

You will also have the opportunity to specialize in an area of your interest with elective courses from marketing or other disciplines, such as events and tourism, logistics, innovation management, and international business. The programme culminates with your master's thesis.

[More information about programme structure and content](#)

## Who should apply?

Are you interested in understanding how marketing and consumption can address sustainability challenges?

Are you intrigued by how marketing affects consumers and their behaviour?

Do you see yourself working in a fast-paced, dynamic international corporation?

If you're interested in learning about the role of marketing and consumption in contemporary society and how it can address current social, economic, and sustainability challenges, then apply for the master's programme in Marketing and Consumption.

## Prerequisites and selection

### Requirements

General Entrance Requirements A Bachelor's degree (equivalent to 180 ECTS credits) from an internationally recognized university and English 6/English B from Swedish upper secondary school or the equivalent level of an internationally recognized test. For more information about general entrance requirements see [www.universityadmissions.se](http://www.universityadmissions.se) (English) and [www.antagning.se](http://www.antagning.se) (Swedish). Programme Specific Entrance Requirements A) a minimum of 30 credits of courses in Business Administration or B) a minimum of 15 credits in Business Administration and 15 credits in subject areas related to Sociology, Psychology, Communication, or Economics. In addition to A and B, the applicant's university education must include a minimum of 15 credits in Statistics or 7,5 credits in Statistics and 7,5 credits in Quantitative Methods and/or Mathematics.

### Selection

#### Group 1 (prioritized)

Group 1 is applicants with a GMAT score. Applicants are ranked by their GMAT score result. For further information: [minimum accepted GMAT score, last day to write test etc.](#)

It is not mandatory to submit a GMAT score, but having a GMAT score that reaches the minimum will give you priority in the admission. Applicants with

test results that do not meet the minimum are placed in selection group 2.

### **Group 2 (secondary)**

Group 2 is applicants ranked by number of university credits (ECTS credits). Applicants are ranked by number of credits reported on the last day for application (max. 165 ECTS credits).

If several applicants have the same number of credits the selection of students is made by ballot.

## After graduation

Graduates of the programme receive a degree of Master of Science in Marketing and Consumption.

Due to our cutting-edge research focus, the programme is excellent preparation for PhD studies. Additionally, the public sector is increasingly aware of marketing needs, making public sector jobs a growing opportunity. There are also opportunities in the private sector, for example we have graduates working in leading companies in Sweden and internationally, such as Forsman & Bodenfors, Santa Maria AB, Unilever, L'Oréal, SEB, ELLOS, and Essity.

The following titles are common among graduates

Media planner and assistant planner, marketing and digital marketing coordinator, marketing assistant, trade marketing professional, transport manager, eBusiness specialist.

[More information about after graduation](#)

## Facilities

The School of Business, Economics and Law is located at one end of Vasagatan, closest to Haga, and at Viktoriagatan 13. The building at Vasagatan houses the Economics Library, which is several floors high and offers many study places. The building is usually nicknamed "Handels".

[More information about facilities](#)

## Exchange opportunities

Many of our students choose to go on exchange. By studying abroad, you will be given the opportunity to experience a new academic environment, new culture and gain new experiences and perspectives. The School of Business, Economics and Law and the University of Gothenburg collaborate with a large number of partner universities all over the world. Please visit International office for more information.

[More information about exchange opportunities](#)

## Master's Programme

The School of Business, Economics and Law offers nine two-year Master's programmes

**Anna studies MSc in Marketing and Consumption**

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After your studies**

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## Ask a student

Get in touch with our students and ask your questions

**This is The School of Business,  
Economics and Law**

## Study at The University of Gothenburg

## How to apply

To be admitted to the University you need to do an online application. The application procedure is straight forward, but...

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