## **Master's Programme in Marketing**

## Description

Digitalisation and globalisation are changing the way businesses and customers function, and the role of marketers is changing. Combining customer-centric, strategic thinking with strong technical skills is becoming even more important.

The students of the Master’s Programme in Marketing will become strategic thinkers who have an ability to thrive in an increasingly digitalising world. They understand the strengths and possibilities of digitalisation and how it can change the way we think – and also how society and the world function. They understand the limits of current technology and their role in pushing past those limits.

The programme will provide you with a deep, holistic and consumer-centric understanding of marketing and business. You’ll gain a key combination of creative and analytical skills that are highly valued marketing assets in a digitalising world!

Marketing graduates

* Have a customer-centric view of business. Graduates understand what it means to be a customer and a citizen in the digitalising world. They have gained a deep understanding of customer behaviour and consumer culture at large.
* Observe trends strategically and analytically from different point of views. Graduates understand '“the big picture”' of the world and business. They can connect customer and market insights with strategic decision-making.
* Have creative problem-solving skills. Graduates approach business and societal challenges from a human perspective and can present innovative ideas to address them.
* Understand how to succeed in a technological world. Graduates possess a strong analytical skill set and understanding of how technology can help identify customer needs and improve marketing-related business processes. They have learned to apply a variety of methods and data to analyse the potential success of marketing activities.
* Have gained a strong research skill set. Graduates understand the importance of research in decision-making and can skilfully use methodological tools and apply academic research literature in marketing.
* Have excellent career opportunities. Graduates are highly sought-after employees with the ability to manage, develop and lead the strategic marketing efforts of local and global organisations.

## Language of instruction

The language of instruction is English.

## Tuition fees and scholarships

Aalto University’s tuition fee for master’s programmes taught in English is 15 000 euros per academic year. Tuition fees apply to citizens of countries other than those of the European Union (EU), the European Economic Area (EEA) or Switzerland.

Aalto University has a scholarship programme to support non-EU/EEA citizens who study in a fee-charging degree programme. The scholarship may cover 100% or 50% of the tuition fee.

More information on tuition fees and scholarships at Aalto University is available at the [Scholarships and Tuition Fees](https://www.aalto.fi/en/node/30591/) webpage.

## Structure of studies

Marketing is organised by the School of Business and comprises a total of 120 ECTS credits. The two-year programme consists of:

* Programme studies (85 ECTS), which includes Master’s Thesis (30 ECTS)
* Elective studies (35 ECTS)

Students have the opportunity to complete the minor studies (24 ECTS) at Aalto, at another university in Finland, or at an official exchange programme partner of the School of Business abroad.

The programme emphasises the process of applying theory to real-world problems. It combines analytical rigor with a creative mind-set, while also maintaining a humanistic, consumer-centric and practical perspective. Furthermore, it develops problem-solving, teamwork, and communication skills. These skills are acquired through a diverse set of study methods that include interactive lectures, group and independent work, and real-life case studies.

The curriculum spans topics including global trends like digitalisation, globalisation and the circular economy. The courses consider these topics from a broad marketing perspective that includes consumer culture, creativity, analytics and strategic management.

For students interested in a career as a researcher, the academic rigour of the programme ensures our graduates are well-positioned to apply to leading doctoral training programmes across the world.

Students define their Personal Study Plans (PSP) at the beginning of their studies and have the opportunity to discuss their study choices with their academic advisor. The primary purpose of PSP is to ensure that the studies support the student’s interests and are completed in a logical order.