

# Favourites



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## Marketing

University of Groningen

Master Postgraduate Groningen

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### Course description

Qualification Master of Science

Field of study Economics, commerce, management and accounting

Course summary How to generate and use customer insights and create sustainable customer relationships?

Course description In this programme, you develop an advanced understanding of how marketing works and the skills you need to implement it effectively. We use state-of-the-art scientific knowledge in our teaching and invite guest lecturers from companies in all our courses. The MSc in Marketing comprises two profiles: Marketing Management (MM) and Marketing Analytics and Data Science (MADS) (formerly known as Marketing Intelligence). Within the MM profile, you will gain insights into specific marketing functions like branding and new product management, customer management, marketing communications, retailing, and for instance business-to-business marketing. Within the MADS profile, you will be educated and trained thoroughly on methods that allow you to analyze and model (secondary, big) data to track the marketing performance of the firm and generate new customer insights. The information and insights generated by the MADS profile are used as a basis for making research-based strategic and tactical marketing decisions.

Study subjects -

Course objectives -

ECTS credits 60.00



Duration 12 month(s)  
full-time

Language of instruction English

Instruction modes -

Accreditation AACSB, NVAO

## About the institution

Department faculty of Economics and Business

Information about the institution Students and researchers from all over the world come to Groningen to expand their own boundaries as well as those of academia.

## Admission

Admission requirements

1. To be eligible for admission to this Master, you need to hold an academic Bachelor's or Master's degree from a research university in one of the following - or closely related - fields: Business Economics, Business Administration, Econometrics and Operations Research, Economics and Business Economics, International Business, Technology Management. To assess whether your educational/academic background meets the specific programme requirements, we will consider the level and curriculum of your previous studies. For more information, please visit: <https://www.rug.nl/feb/apply-msc>. If you have any questions concerning admission to this programme, please contact our Admissions Office: <https://www.rug.nl/admissions>.
2. GMAT/GRE; for specific scores and exemptions, please see <https://www.rug.nl/feb/gmat-gre>.
3. IELTS Academic overall score 6.5 (Speaking 6, Writing 6.5); TOEFL internet-based overall score 90 (Speaking 20, Writing 24); C1 Advanced, C2 Proficiency (with minimum score 180); University of Groningen Language Centre Test (Speaking B2, Writing C1).

Language requirements

Professional experience - required

Duration 12 month(s)  
full-time

	Start date EU/EEA Students	Non-EU/EEA students
Application deadlines	1 Feb 2020	15 Oct 2019
	15 Oct 2019	15 Oct 2019
	1 Sep 2020	1 May 2020
	1 May 2020	1 May 2020
	1 Feb 2021	15 Oct 2020
	15 Oct 2020	15 Oct 2020
	1 Sep 2021	1 May 2021
	1 May 2021	1 May 2021
	1 Feb 2022	15 Oct 2021
	15 Oct 2021	15 Oct 2021



1 Sep 2022 1 May 2022 1 May 2022

Year	EU/EEA	Non-EU/EEA	Institutional
2020 (FT)	€ 2143	€ 15000	€ 14900

In short, the following rules apply:

Tuition fees

- The "EU/EEA rate" is the regular fee for students from within the EU/EEA.
- The "non-EU/EEA rate" is the rate for students from outside the EU/EEA.
- The "institutional rate" is for all students who have already obtained a bachelor's or master's degree and who want to start a second programme leading to a degree at the same level or at a lower level.
- Note that FT, PT and D stand for "full-time", "part-time" and "dual", respectively.

Make sure you contact your institution to find out what rate applies to you. The rates listed here are estimates.

Scholarships

Orange Knowledge Programmes (OKP), Eric Bleumink Fund, Orange Knowledge Scholarship Programme (formerly NFP), Orange Tulip Scholarship Programme Taiwan, StuNed Scholarship Programme, Becas Magdalena O. Vda. De Brockman, Colfuturo Scholarship loan programme, Erasmus Mundus

For more scholarships, visit: [www.grantfinder.nl](http://www.grantfinder.nl)

Course website

[More information about the course](#)

## Contact

Contact information for the study programme

### Onderwijsvoorlichting

Contact information for the institution

study info

[studiekiezers@rug.nl](mailto:studiekiezers@rug.nl)

Telephone number

Course website

[More information about the course](#)

Institution website

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