

MSc in Marketing



A Master of Science Program (90 ECTS)

- ⇒ Year 1: Courses
- ⇒ Year 2: Internship
- ⇒ With Certified Internet Marketer (CIM) or Certified eMarketing Consultant (CeMC)
- ⇒ Accredited by IMSB

The scope of today's marketing challenge is breath taking, and proliferation is the reason. Recent advances in technology, media and distribution have created an explosion of new customer segments, marketing approaches as well as products and services.

This program provides an excellent understanding of the impact of marketing decisions on the overall corporate performance and prepares students for a range of different marketing roles in a growing complex world.

The program begins in October and requires full-time attendance during one academic year followed by an individual thesis on a marketing related subject.

Benefits

- ⇒ Design sustainable marketing strategies
- ⇒ Develop the skills to leverage social media to conduct marketing research
- ⇒ Understand the key branding principles in designing brand strategies
- ⇒ Gain a better understanding of how to design marketing campaigns

Admission Criteria

Candidates should have a recognized Bachelor's degree. Work experience is not compulsory. Students from all backgrounds are welcome to apply.

Final Thesis

Students are encouraged to choose a subject linked to their future career. The project is conducted under the supervision of a lecturer.

Master of Science in Marketing

Program Structure

Introduction Week

Term 1

MMM 300 - Marketing Management (5 ECTS)

MOB 502 - Sustainable Leadership and Organizations

MAC 510 - International Accounting and FSA

MPM 510 - Project Management in Marketing

Term 2

MMK 540 - Advertising and Marketing Communication

MCN 520 - Cross-Cultural Communication

MMK 542 - Market Research

MMK 560 - Distribution Policy

Term 3

MBU 591 - International Law and Contracts

MIM 520 - International Marketing

MMK 570 - Digital Marketing

MMK 575 - Services Marketing

Term 4

THE 700 - Research Methods in Marketing (4 ECTS)

MBG 600 - International Marketing Project and Business Game (9 ECTS)

THE 755 - Independent Research Project

Foreign Language

Students who don't speak German, can follow German language classes. Integrative Marketing Business Game: compete with your classmates as a real-life project

Professional Year

The second year of the program is dedicated to do an internship or full-time employment in Switzerland or abroad.

How to Apply

Interested in the Master of Science in Marketing at SBS Swiss Business School?
Apply at: www.sbs.edu (Only online applicants are considered)

Tuition Fees

Application fee	150.-
Payment upon acceptance	3500.-
Per Term (4 Terms)	5500.-
Total tuition fees	25'650.-

Contact Information



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