

Business



University of
Applied Sciences
Krems | Austria

Master Marketing

Tourism and Hospitality Marketing | Fashion and Lifestyle Marketing |
Retail and Shopper Marketing

www.imc.ac.at

What awaits you during your studies

Marketing

Marketing plays a crucial role in today's business landscape, comprising consumer insights, brand management, e-commerce, and social media.

This programme endows you with specialist knowledge and equips you with the skills and competences to excel in this fast-changing environment.

Marketing management includes planning, implementing, and monitoring of all corporate activities geared towards satisfying current and future consumer needs. This demands a detailed understanding of consumer psychology, offline and online marketing channels, as well as creative approaches for product and service innovation. The use of artificial intelligence plays a pivotal role in market research and the creation of marketing campaigns.

Tailor the programme to suit your career goals and personal interests. Specialise by sector and choose one of the three electives: Tourism & Hospitality Marketing, Fashion & Lifestyle Marketing, Retail & Shopper Marketing.

At a glance



Full-time

The programme is employment-friendly. The courses always take place from Monday to Wednesday.



English

The language of instruction is English. This prepares you for your international career in a multicultural environment.



4 semesters

The degree programme lasts 2 years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).



Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

Did you know that ...

... the programme does not include a compulsory internship or exchange semester? However, in semester 4, students can either complete an internship with an employer of their choice or spend an exchange semester at one of our more than 50 partner universities.



Modules | Full-time

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
MARKETING MANAGEMENT	MARKETING ANALYTICS	MARKETING STRATEGY IMPLEMENTATION	ETHICS & CSR IN MARKETING
UNDERSTANDING & INFLUENCING CONSUMERS	DIGITAL SKILLS I	DIGITAL SKILLS II	ACADEMIC COACHING COLLOQUIUM
INTEGRATED MARKETING COMMUNICATIONS	PERSONAL BRANDING & LEADERSHIP	RESEARCH METHODS	MASTER THESIS
ELECTIVES I: FASHION & LIFESTYLE MARKETING TOURISM & HOSPITALITY MARKETING RETAIL & SHOPPER MARKETING	ELECTIVES II: FASHION & LIFESTYLE MARKETING TOURISM & HOSPITALITY MARKETING RETAIL & SHOPPER MARKETING	ELECTIVES III: FASHION & LIFESTYLE MARKETING TOURISM & HOSPITALITY MARKETING RETAIL & SHOPPER MARKETING	

Subject to possible alterations

More details on the curriculum, courses, contact hours and ECTS (European Credit Transfer System) can be found on: www.imc.ac.at



Your professional fields and future areas of responsibility

Marketing graduates have excellent career prospects and typically work as brand managers, business development managers, channel managers, destination managers, e-commerce managers, event managers, key account managers, cultural venue managers, marketing managers, retail marketing managers, location managers, store managers, supply chain managers, travel agency managers or in related positions.

IMC. It's all in me.

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Accreditations



Memberships

