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Study guide MSc Marketing 2015-2016


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Below you find a comprehensive description of the Master's programme Marketing.

- See also individual [course descriptions](#)

The MSc programme in Marketing combines in-depth academic study with practical application, focusing particularly on strategic marketing. Students are taught to analyse, apply and rework the latest marketing knowledge. Through interactive learning methods, with a strong emphasis on cases and practical assignments, the student will develop his ability to put marketing theory into practice. Furthermore, much attention is paid to developing the student's research skills, to be applied in an independent research project and Master thesis.

Programme

Period 1 (Sept-Oct)	Marketing Strategy Consumer Marketing	6 EC 6 EC
Period 2 (Nov-Dec)	Elective Elective	6 EC 6 EC
Period 3 (January)	Managerial Integration Project	6 EC
Period 4 (Feb-Mar)	Customer Intelligence Elective	6 EC 6 EC
Period 5 (Apr-May)	Thesis	see period 6
Period 6 (June)	Thesis	18 EC

Read the [full programme description](#).

Enrolment courses and exams

For all courses and all examinations you wish to take you are required to register in advance in order to be admitted. See VUnet for more information about [course enrolment](#), this information will be updated for 2015-2016.

Thesis

Tuition and supervision of the thesis is carried out by senior members of staff who are actively engaged in research themselves. Thus, the student is offered a unique opportunity to become familiar with the latest scientific developments in top-level academic research. Please consult the [Blackboard](#) site 'Thesis MSc Marketing' for details.

Assessment, Examination regulations, Transition regulations

Assessment is based on papers and reports handed in during the course, on participation during lectures and tutorials and on a written exam. Examinations are held at the end of each teaching period. Resits are held at the end of the next period. Sometimes a course or exam is renewed or replaced. In such cases a Transition regulation may apply. For more information see [Assessment, Examination regulations, Transition regulations](#).

Teaching

Tuition is carried out in plenary lectures and small groups. Much attention is paid to an active method of studying. This includes writing study papers, working out cases and preparing practical assignments. Find out more about forms of [teaching](#).

Learning outcomes

The Master's programme in Marketing is an academic programme that focuses on the education of marketing professionals who possess a strongly developed critical and analytical intellect, a profound understanding and insight into the state-of-the-art of the marketing discipline and a thoroughly developed ability to apply these insights to practical marketing problems. [Read more >>](#)

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For period 2, students have to choose two of the four following electives:

- Retail Management
- Sales & Product Management
- Branding & Advertising
- Digital Marketing

For period 4, students choose one of the following three electives:

- Experimental Research
- Cross-Cultural Consumer Research
- GeoMarketing

The master's programme takes one year. The academic year is divided into six teaching periods: four periods of eight weeks and two periods of four weeks. The programme's study load is 60 credits. Credits are expressed in EC: European Credit (Transfer System). Each credit amounts to circa 28 hours studying.

The first semester aims at providing the student with a thorough knowledge of the fundamentals of marketing theory and its application. The core courses Marketing Strategy and Consumer Marketing help the student to acquire a sound basis in marketing strategy and the consumer side. In period 2, students specialize in any combination of two specific fields of marketing. In all courses students apply theory to complex situations, by means of a real life business case.

Period 3 is devoted to an integration project, in which students carry out a marketing project for an existing company. The results will be presented to an audience of staff, fellow-students and the company's representatives. Apart from honing the student's skills in practical application of advanced theory, the managerial integration project aims at giving the student an insight into the professional practice of a marketing specialist.

In period 4, 5 and 6 we focus on academic research. Carrying out the research project and writing the thesis takes about three months.

As this programme is substantially different from the previous academic year, transition regulations apply. Please refer to [VUnet](#) and find *Summary transition regulations / Overzichtspagina Overgangsregelingen* for more information.

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Enrolment courses and exams

 See VUNet for more information about [course enrolment](#).

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Thesis

The final and larger part of the second half of the programme is devoted to writing the master's thesis. In order to start with the thesis, students should have passed at least two courses from period 1 and 2 of the programme. If this is not the case, these courses should first be completed and the thesis can only be started in September of the next academic year.

Writing the thesis entails carrying out an independent academic research project and reporting on this. Carrying out the research project and writing the thesis takes about three months. The master's thesis is written individually. Tuition and supervision of the thesis is carried out by senior members of staff who are actively engaged in research themselves. Thus, the student is offered a unique opportunity to become familiar with the latest scientific developments in top-level academic research.

Please consult the [Blackboard](#) site 'Thesis MSc Marketing' for details.

Thesis coordinator: dr. A. Aydinli

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Teaching

Tuition is carried out in plenary lectures and small groups. Much attention is paid to an active method of studying. This includes writing study papers, working out cases and preparing practical assignments. In this way students become familiar with the application of advanced theory to practical work. It also serves to integrate the theory studied in the individual courses into a comprehensive body of knowledge. Papers are written both individually and in groups of two or three students, thus furthering the students' ability to work in teams.

Much time is also devoted to presentation and discussion of one's work to fellow-students and staff and group discussion of e.g. research papers. The small-scale tuition environment provides an excellent opportunity for guidance and feedback by staff and other students. Apart from developing the student's communicative skills in oral and written presentation, much attention is paid to the development of critical judgment in assessing research work of others.

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Information about rules and regulations can be found on [VUnet](#), and under the [heading of education](#).

Informatie over reglementen en regelingen vind je op [VUnet](#), en onder het kopje [onderwijs](#).

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Learning outcomes

The master's programme in Marketing is an academic programme that focuses on the education of marketing professionals who possess a strongly developed critical and analytical intellect, a profound understanding and insight into the state-of-the-art of the marketing discipline and a thoroughly developed ability to apply these insights to practical marketing problems.

The learning outcomes are based on two fundamental objectives:

- A strong focus on research capabilities (both a passive and an active one), whereby analytical and critical skills are developed;
- An orientation to the connection between marketing science and marketing practice; by using scientific insights students should be able to more effectively analyse and solve cases related to marketing problems in practice.

After completing the master's programme in Marketing, the graduate will have achieved the following learning outcomes:

- Knowledge of and insight into marketing, based on state-of-the-art scientific literature and the applications of marketing theory to relevant marketing cases. Specifically, the student will have a thorough understanding of strategic marketing, marketing research, consumer marketing and business-to-business marketing. Furthermore, the student will be specialized in one of the fields of marketing (strategy);
- Knowledge and understanding of methods of marketing research and the skills needed to apply these abilities;
- Abilities to critically evaluate new knowledge in marketing, to understand it, and to effectively apply it in a (strategic) marketing context;
- Knowledge and ability to independently identify problems in the field of marketing, to translate problems into research questions, and suggest options for solutions based on appropriate research and to communicate them convincingly. Students are prepared to take up a professional marketing career or a marketing research position based on their profound knowledge of the marketing field and their ability to apply insights to practical problems and situations;
- Ability to develop new knowledge independently and determine the usefulness of this knowledge within the market discipline;
- The ability to effectively work in teams and to jointly identify relevant marketing problems and develop effective solutions to address and communicate them.

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- Masteropleidingen
- Master Marketing

Code
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