



Master program: STRATEGIC MARKETING

Duration: 4 semesters (2 years)

Type of studies: with frequency (IF)

The **MSc in Strategic Marketing** is an innovative two-year program **intended to develop strategic marketing insight for young individuals** pursuing a marketing career, **for young professionals** looking for a career change **and in the same time for marketing experts** focused on continuous improvement.

Graduates of the MSc in Strategic Marketing will be endowed with skills appropriate for a wide range of marketing management positions with a global perspective.

The **MSc in Strategic Marketing** syllabus **is designed to ensure a great Marketing management principle understanding**, aside of projection **and implementation of marketing strategies**. The aim of the program is to enhance research, communication and management student skills.

The knowledge attained in class and the skills developed in this **program will render a better-informed and prepared individual** to tackle a **wide variety of marketing aspects**, beginning with the **market comprehension and targeting**, continuing with **positioning and ending with marketing metrics**.

The Strategic Marketing program comprises **courses taught by academics and business professionals with significant experience** in their fields and training sessions in partner companies.

WHY CHOOSE THE MSc IN STRATEGIC MARKETING PROGRAM

- Top class academics and experienced marketing practitioners
- True understanding of strategic marketing practice
- Partnerships with important international companies
- International career
- Strategic marketing is crucial for every business

CAREER OPPORTUNITIES

As a Strategic Marketing graduate you will be sought after by companies operating in many sectors for a wide variety of positions, covering:

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|---------------------------------|------------------------------------|
| ✓ Brand manager | ✓ Trade Manager |
| ✓ Product Manager | ✓ Integrated Communication Manager |
| ✓ Service Marketing Specialist | ✓ Account Manager |
| ✓ Marketing Coordinator | ✓ Market Research Specialist |
| ✓ Marketing Director | ✓ Market Analyst |
| ✓ Customer Relationship Manager | ✓ E-Retail and Strategy Manager |