

# **Marketing in Business**

## **Description of the MSc. program**

Marketing in Business – The objective of this MSc. is to train highly competent specialists in the field of Marketing activities and to gain pragmatic abilities which aim at long-term mutually beneficial relations with the targeted market in a continuously changing market. The program aims at the development of human resources with competences in Marketing, with the aim of creating, assessing and implementing marketing activities in complex business environments and developing practical skills in new successful business segmentation, positioning and development, identifying the competitive edge, creating a wider range of products and services, dealing with company resources, identifying market opportunities and consumer needs, and developing economic strategies.

The positions that the graduates of this MSc. program may hold are the following: Brand Manager, Economist researcher in Marketing, Public Relations Specialist, Head of Marketing Department, Product Manager, and Head of Logistics Department.

The admission to the Organization Management and Marketing MSc. relies on contest in the form of a written examination – essay/project created according to the specialized topics and on the Bachelor's examination grade, in the reversed order of the final average, according to the number of possible students. The final admission grade takes into consideration the result in the written examination – the essay/project (60%) and the average grade from the Bachelor examination (40%). The essay/project will be created according to the specialized topics and the general structure that has been provided.

