

Information on the new Master in Marketing:

(starting in the autumn term 2021)

This university master programme in the field of marketing is an attractive opportunity after the bachelor studies in management to specialize in the field of marketing on a high academic level. The major component of this study programme is the main module “Marketing” with courses in English, French, and German that cover the whole field of marketing. In addition to the main module, the students choose a complementary module from one of the following areas: “Innovation and Entrepreneurship”, “Strategy”, “Data Analytics”, “Managing Digitalisation”, or “Communication”. The complementary modules are also comprised of courses in English, French, and German. Within the main module and the complementary modules, the students can choose from a variety of courses. The study programme is completed by an empirical master thesis (with data collection and analysis) on a marketing topic which is at the same time addressed on a high scientific level and relevant for companies. The master thesis can be written in one of the three languages of study. The content of the courses offered and the multilingual study environment make this programme an attractive study offer.

Study plan of the Master in Marketing 90 ECTS:

Courses	min. 72 ECTS
Main module Marketing The students need to take 2 out of 6 core courses and a minimum of 27 ECTS at the University of Fribourg.	min. 45 ECTS
Complementary module The students need to choose one of the following modules and take courses of min. 18 ECTS: <ul style="list-style-type: none"> ▪ Innovation and Entrepreneurship (INNO-ENT) ▪ Strategy (STR) ▪ Managing Digitalisation (DIG) ▪ Data Analytics (DAT) ▪ Communication (COM) 	min. 18 ECTS
Data analysis course	3 ECTS
Optional courses A maximum of 6 ECTS can be chosen from all master courses offered at the University of Fribourg.	6 ECTS
Master thesis	18 ECTS
	90 ECTS

In addition to this master programme of 90 ECTS, the students can choose a Minor of 30 ECTS in a different domain on master level in order to complete a master of 120 ECTS.

Admission to the Master in Marketing:

- Holders of a bachelor's degree awarded by a **Swiss** university are admitted to a master's degree programme without any preconditions if they have earned 60 ECTS in management at the bachelor level and if they have successfully attended a course that is equivalent to the course Marketing Research offered at the University of Fribourg. Otherwise, the course needs to be attended at the University of Fribourg.
- University bachelor in another domain or bachelor degree awarded by a foreign university:
 - Admission "sur dossier": Each dossier will be examined. In the case of an admission, the admissions delegate can, after consulting the department of management, request the acquisition of additional knowledge.
 - Application file: In addition to the documents required by the Office for Admissions of the University of Fribourg, the following documents need to be submitted:
 - motivation letter;
 - a GMAT result for holders of a foreign Bachelor degree from outside the EU or the EFTA.
 - The 60 ECTS Minor in Management of the SES Faculty, or recognised as equivalent, is required.
- For the holders of a "Bachelor HES" in Management, candidates may be admitted to the master with a complementary programme of 30 ECTS.

In any particular case (e.g. foreign degrees and bachelor degrees older than 8 years), the candidate is not automatically admitted to the Master in Marketing. The admissions delegate reserves the decision of admission "sur dossier".

Duration of the programme:

3-4 semesters

Languages of study:

English, French, German

Option of a diploma bearing the distinction “Bilingual curriculum, French/English”, “Bilingual curriculum, German/English”, or “Trilingual curriculum, English/French/German”.

Fribourg profile

The choice of many courses in the main module and the possibility to choose one out of five complementary modules that comprise an attractive variety of courses enable the students to personalise their course of study and to focus on specific topics of interest. The BeNeFri agreement allows students to attend additional courses at the universities of Bern and Neuchâtel. Due to the possibility to choose the module “Communication» that is offered by the Department of Communication and Media Research or the module “Data Analytics” that is offered by the Department of Economics and the Department of Informatics, the students profit from the interdisciplinary strengths of our faculty. This study programme and the multilingual study environment (courses in English, French, and German) make up a study offer that is unique in Switzerland.

Learning outcomes and career openings

The university Master of Arts in Marketing is designed to optimally prepare the students for a marketing career on management level in companies or other organisations, but also in marketing research institutes or for a scientific career in the field of marketing.

The well-founded and specialized university study programme in marketing provides the students with the important marketing concepts and methods needed for a deep understanding of how to conduct marketing analyses and how to lead decision processes in the field of marketing or marketing research of companies or market research institutes. The graduates of this study programme are highly qualified to pursue their marketing career in many different fields, e.g. as:

- Product manager
- Price manager
- Sales manager
- Communications manager
- Market researcher
- Head of international marketing
- Head of customer service
- Head of marketing strategy
- Marketing consultant