



Vienna
Private University

Marketing professionals are important to organizations to successfully identify needs and create brands and ideas that people desire and remain loyal to.



Marketing

Master of Arts (MA) in Marketing

The American University
with a Global Perspective

Master of Arts (MA) in Marketing

Marketing remains the cornerstone of successful organizations in every industry. It has become a strong major that is responsible for creating popular brands, developing customer loyalty, and even strengthening relationships and trust with customers that go beyond the brand.

Webster Vienna's Master of Arts (MA) in Marketing provides an opportunity for you to study the dynamics of human behavior that affect buying decisions. Included in this analysis is an examination of effective marketing practices and procedures and the analytical techniques required to formulate effective marketing decisions.

You will learn the facts, concepts, principles, analytic techniques and theories around such marketing activities as pricing, promotion and channel management, and use your understanding to analyze complex marketing decisions.

You will research markets to develop successful marketing plans and explore strategies to market products and services in the age of electronic commerce.

LEARNING OUTCOMES

- Graduates will be able to explain the important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing.
- Graduates will be able to effectively apply important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing when analyzing complex marketing situations.
- Graduates will be able to effectively integrate (or synthesize) important terminology, facts, concepts, principles, analytic techniques, and theories used in the field of marketing as demonstrated through the successful development of a marketing plan.



Kylie Carlson

MA MARKETING
AND INTERNATIONAL
BUSINESS '13
MARKETING
COMMUNICATIONS
SPECIALIST
BOREALIS AG

»I graduated in 2013, and I can definitely say my favorite part about my Webster experience was the international aspect. The first course of my program had 18 students from 13 different countries so we all learned a lot more than just what was in the syllabus. Also, the knowledgeable instructors with valuable real-world experience combined with projects focusing on practical applications helped prepare me for the tasks and challenges of the professional environment.«

Career Support

The program includes a one-credit course on effective career management. This is an advantage whether you are looking to change your career or grow in your current position. As part of the process, you will receive up to four hours of one-on-one sessions with an expert career coach and guidance on skills such as interviewing and negotiating.

Flexible Schedules

Courses are scheduled to accommodate the needs of the working professional. Classes usually meet in block periods of four hours, one evening a week. You have the option to take some classes online or at another campus in Webster's worldwide network. If you are studying part-time you can also take a term off if needed. Payments are made on a course-by-course basis.

Strengthen Your Network

Your time at university is an excellent opportunity to meet new people and enhance your skills in a more informal setting. The Webster Vienna community includes a number of student-run activities and groups. As a business student you can join the student-led Business and Management Society which organizes guest lectures on campus, site visits, and enables you to meet to discuss business topics. Another exciting possibility is the chance to take part in the Econ Reading Group. This social media savvy group meets to discuss current economic issues and debate scholarly articles.

Top students are invited to join Delta Mu Delta, an international business honor society. The society, founded in 1913 at Harvard University, recognizes and encourages academic excellence and fosters the well-being of its individual members and the business community through life-time membership.

CORE COURSES

The MA in Marketing program requires a student to successfully complete 37 credit hours.

DURATION: 14 MONTHS – 2 YEARS

MARKETING

MRKT 5000 (REQUISITE COURSE)

Examine the character and importance of the marketing process, its essential functions, and the institutions exercising these functions. Course content focuses on the major policies that underlie the activities of marketing institutions and the social, economic, and political implications of such policies.

MARKETING STATISTICS

MRKT 5890 (OR BUSN 5760)

Explore the application of statistical analysis to marketing decisions. Descriptive statistics, probability theory, sampling theory, statistical inference, and techniques of statistical analysis are included, especially as they apply to real-life marketing decisions in business.

APPLIED BUSINESS STATISTICS

BUSN 5760 (OR MRKT 5890)

Explore the application of statistical analysis, hypothesis testing, and regression analysis in business decision-making. The course focuses on the utilization of statistical methods as applied to business problems and operations.

MARKETING CHANNEL MANAGEMENT

MRKT 5920

Survey distribution processes and institutional structures as subsystems of marketing strategy. The focus is on channel structure, product assortment considerations, promotional activities, pricing strategies, and physical logistics necessary to achieve channel objectives. Governmental, economic, and competitive aspects affecting channel management are included.

PROMOTIONAL MANAGEMENT

MRKT 5940

Study the use of all available promotional vehicles to communicate to potential customers the messages that support the objectives of the marketing plan. Each of the four elements of the promotion mix is covered: advertising, publicity, sales promotion, and personal selling. Specific focus is applied to building differentiated value perceptions in the customers in relation to competitors' products.

MARKETING MANAGEMENT

MRKT 5960

Investigate the life-cycle management of a product from inception to the point where it is no longer offered. Specific topics covered in the course include the product-development cycle, product-assortment decisions, branding, pricing, and others that make up the marketing mix and are dynamic throughout the product life cycle. Specific emphasis is placed on identifying marketing problems, investigating alternative solutions, and rendering appropriate strategies and decisions. Techniques associated with situational analysis of problems are stressed.

MARKETING RESEARCH

MRKT 5970

Learn how research is applied to gather and analyze information in order to forecast and control marketing activities. Problem formulation, research techniques, and the application of tools and models to improve marketing decisions are covered in depth. Attention is given to techniques and criteria for identifying and selecting markets, and the usefulness of marketing research information to marketing managers is evaluated. The course is presented from the viewpoint of a consumer of marketing research rather than a practitioner of marketing research.

INTERNATIONAL MARKETING

MRKT 5980

Discover several aspects of international marketing. These include the international marketing environment and the international marketing mix; product, pricing, distribution, and promotion, as well as emerging issues in international trade such as trading blocs, trade barriers, and standardization/adaptation.

THESIS

MRKT 6250

Complete a thesis project under the supervision of faculty members. For many doctoral programs, a completed master's thesis is an admissions requirement.

CAREER SUCCESS FOR THE 21ST CENTURY

WSBT 5000

Delivered online, this one-credit hour course is designed to provide students with a foundation in career management; from self-assessments to social media and more. Students in this course will also be introduced to a Right Management career coach who has experience in helping professionals succeed.

For a complete list of courses please see webster.ac.at/master-arts-ma-marketing



Prof. Dr. Maria Madlberger

SENIOR RESEARCH PROFESSOR, HEAD OF THE RESEARCH REVIEW AND PROMOTIONS COMMITTEE, AREA COORDINATOR FOR MARKETING

»Webster Vienna offers a unique education by bringing together the best of different university philosophies. Besides gaining expertise in their respective fields of study, students perfect their English language skills, learn autonomous problem solving, team work, leadership, and cross-cultural issues, and are actively involved in scholarly research.«



Career Opportunities

- International marketing
- Marketing management
- Product management
- Marketing research
- Brand management
- Digital marketing
- Social-media marketing
- Advertising
- Sales

Questions?

If you have further questions, please consult the Business and Management Department at: bm.dept@webster.ac.at. More information can also be found at webster.ac.at/master-arts-ma-marketing

Visit Us

You are always welcome to meet our admissions team to get answers to specific questions you might have and discuss how Webster can help you achieve your career goals.

If you would like to sit in on one of our classes to help you decide whether Webster Vienna's MA in Marketing program is right for you, please contact our Admissions Department at admissions@webster.ac.at. We would be happy to set up a visit. To learn more about our upcoming events and weekly guided tours, please visit our website: webster.ac.at

How to Apply

To apply to the MA in Marketing degree program, please contact our Admissions Department at admissions@webster.ac.at or apply online at webster.ac.at/apply-now.

Accreditations



Webster University is accredited in the United States by the Higher Learning Commission. The accreditation, which was first awarded in 1925, includes undergraduate and graduate degree programs at all locations worldwide where Webster University offers its programs.



Webster Vienna Private University has been accredited by the Agency for Quality Assurance and Accreditation Austria (AQ Austria) as an Austrian Private University since 2001.



Webster University's Business and Management programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



Webster Vienna is an Affiliated University of Professor Michael Porter's Microeconomics of Competitiveness Network at the Institute for Strategy and Competitiveness at Harvard Business School.

More awards and recognitions: webster.ac.at/accreditations

Webster Vienna Private University
Accredited in the U.S. and Austria

Palais Wenkheim
Praterstrasse 23
1020 Vienna, Austria

Tel: +43 1 269 9293-0
info@webster.ac.at
webster.ac.at

Follow us on
[f](#) / WebsterVienna
[t](#) / WebsterUniVie
[v](#) / WebsterVienna

Webster
UNIVERSITY
Vienna
Private University