Marketing

A specialisation of the Master’s programme in Business Administration
Nijmegen School of Management

**Introduction**
The Marketing programme is based on the recognition that marketing is not just about selling products or services to customers, but also about creating value with customers and other stakeholders. You will learn how to build and manage customer relationships and how these relationships help you in key marketing activities, such as branding and product management. After completing the program, you will be able to answer questions, such as how to create a market-oriented organisation, how to involve customers in product development, and how to develop strong brand relationships.

**Why should you choose Marketing in Nijmegen?**
- Strong focus on relationship management
- Extensive explanation of social and psychological processes
- Strong emphasis on translating theory into practice
- Opportunities to specialise
- Development of academic and analytical competencies
- Thorough insights into marketing management and the interfaces with other disciplines
- Training a critical attitude towards business practices
- Teaching in small groups

**The programme**
This is a one-year Master’s programme (60 ECs) containing:
- Five obligatory courses (30 ECs)
- Two elective courses (12 ECs) with four specialisations
- A Master’s thesis (18 ECs)
Once you have graduated, you will be awarded a Master of Science degree (MSc).

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*Iris Berkelmans, MSc*
Master student 2013-2014
Researcher for KD JobCompany

‘This Marketing Master’s programme really added to my previous education. It provided me with valuable marketing knowledge and insights. Especially the focus on social and psychological topics combined with the professors’ high level of knowledge and enthusiasm made it a great and informative experience.’

*Prof. Jose Bloemer*
Professor of Marketing and Market Research
Coordinator for the specialisation Marketing

‘Our specialisation in relationship marketing offers you an unique chance to acquire custom-made marketing knowledge and skills that are required in today’s society, where sustainability, responsibility and a social perspective are key success factors.’
Admission requirements
You are required to have a Bachelor’s degree in Business Administration from a Dutch university, or an equivalent degree from a university outside the Netherlands (with sufficient coverage of research methods). You must also have sufficient proficiency in English. For details, please visit www.ru.nl/masters/business/admission.

Application deadlines
The programme starts on 1 September. The application deadline is 1 April for students from non-EU/EEA countries and 1 May for students from within the EU/EEA. Successful international applicants who apply before these dates will be guaranteed accommodation and support with the visa and residence permit application. If you apply after these dates, we will still consider your application and provide assistance where possible, but accommodation cannot be guaranteed.

How to apply?
Your application procedure depends on your previous education.
Dutch students can apply via: www.studielink.nl.
International students can apply via: www.ru.nl/masters/application.

Best traditional university
Radboud University is the best traditional university in the Netherlands. This is the conclusion of the 2016 edition of the Dutch university information guide ‘Keuzegids Universiteiten’.

After reading all the information, are you interested and enthusiastic about the specialisation Marketing at Radboud University?
Then apply now! We hope to see you in Nijmegen, the Netherlands!

Career prospects
This marketing programme will prepare you for a wide range of positions, such as brand manager, product manager, management consultant, market researcher, and account manager. Our graduates are greatly valued by their employers for their analytical skills and sound understanding of business practices. They work for firms such as Google, Rabobank, D.E. Master Blenders, Mercedes Benz, Bol, and FrieslandCampina. In addition, many of our students start their own businesses.

Programme

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* Electives, such as, Digital Marketing and Global Marketing.

Changing perspective
The programme has three key objectives. First, it aims to train you to become an academic marketing specialist. ‘Academic’ refers to the ability to know when and how to use marketing theories, insights and tools as a marketing manager, consultant or researcher. This implies that you will be able to think at a conceptual level and to critically reflect on marketing theories and apply them in your future work. Our teaching is characterised by a strong emphasis on translating theory into practice, which will help you better know how to apply your knowledge.

Second, the Marketing programme aims to give you an understanding of how marketing relates to other business disciplines. We strongly believe that marketing is not an island and that effective marketing requires establishing good relationships with other functions within a firm.

Third, the Marketing programme aims to stimulate you to become a responsible marketing professional, someone who is not only interested in short-term profits, but above all is interested in the long-term wellbeing of all stakeholders.

More information

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www.ru.nl/masters/marketing