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 mainly 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 programme, 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 establish and maintain strong brand relationships.

Why should you choose Marketing in Nijmegen?
• Strong focus on relationship management
• Attention for social and psychological processes
• Strong emphasis on translating theory into practice
• Stimulates to become a responsible marketing professional
• 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), which consists of four context-related courses and one methods course
• Two elective courses (12 ECs), such as for instance, Digital Marketing
• Master’s Thesis (18 ECs)
Once you have graduated, you will be awarded a Master of Science degree (MSc) in Business Administration.

Programme

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<td><strong>Quarter 1</strong></td>
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<td>Marketing Performance</td>
<td>Marketing and Innovation</td>
<td>Elective course</td>
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<td>Consumer Behaviour</td>
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<td>Methodology in Marketing and Strategic management</td>
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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.

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, Jacob Douwe Egberts, Mercedes Benz, Bol, and FrieslandCampina. In addition, many of our students start their own businesses.

Admission requirements

You are required to have a Bachelor’s degree in Business Administration from a Dutch academic research university, or an equivalent degree from an academic research 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/marketing.

In case your educational background does not grant you direct admission to the Master’s programme, then you can enrol in a one-year pre-Master’s programme. For more information, please visit: www.ru.nl/pre-masters/business.

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. We will consider EU/EEA applications until 1 July and provide assistance where possible, but accommodation cannot be guaranteed.

How to apply?

You can start your application by creating a request for enrolment in Studielink via: www.studielink.nl. The remaining steps depend on your previous education. For more information on the application procedure, be sure to visit: www.ru.nl/masters/marketing.

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!

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