Marketing

Degree conferred
Master of Arts in Marketing

Options
Option of an award bearing the distinction:
– «Bilingual Curriculum, French/German»
– «Bilingual Curriculum, French/English»
– «Bilingual Curriculum, German/English»
– «Trilingual Curriculum, French/German/English»

Languages of study
Depending on the course choice French, German, and English.

Commencement of studies
Commencement of studies in the Autumn Semester (September) or in the Spring Semester (February)

Special features for admission
Candidates who have completed their bachelor studies outside of the EU or the EFTA and who wish to apply to this study programme must add a copy of the GMAT examination results to their application for admission (https://www.mba.com/global).
The exam must have been taken before applying online to the University of Fribourg.

Access to further studies
Ph.D.

This university master programme is an attractive opportunity after the bachelor stud-ies in management to specialise in marketing at a high academic level. The study programme consists of a main module «Marketing» with courses in English, French, and German that cover the whole field of marketing. In addition to the main module, students choose a complementary module from 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. The study programme is completed with an empirical master thesis on a marketing topic that is both high in scientific rigor and relevant to 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 unique in Switzerland.

Profile of the study programme

This university master programme in marketing is an attractive opportunity after the bachelor studies in management to specialise in marketing at a high academic level. The major component of this study programme is the «Marketing» module with courses in English, French, and German that cover the entire field of marketing. In addition to the main module, students choose a complementary module from 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 with an empirical master thesis (with data collection and analysis) on a marketing topic that is both high in scientific rigor and relevant to 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.

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 *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 specialised 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

Studies organisation

Structure of studies

90 ECTS credits, 3 semesters

Curriculum

http://studies.unifr.ch/go/tO-8z

Admission

Master's degree programmes are built on the knowledge and abilities that were acquired when obtaining a bachelor's degree.

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 or 90 ECTS credits – depending on the chosen master's degree programme – within the corresponding discipline. However, additional requirements can be required. The same applies to holders of a bachelor's degree awarded by a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg.

Holders of a bachelor's degree awarded by a Swiss or a foreign university, provided that the bachelor's degree is recognised and considered equivalent by the University of Fribourg, who do not fulfil this condition can be admitted to a master's degree programme with preconditions (which must be successfully completed before starting the master's degree programme) and/or additional requirements (which can be completed during the master's degree programme). The preconditions and/or additional requirements may not exceed 60 ECTS credits in total. The same applies to holders of a bachelor's degree awarded by a Swiss university of applied sciences, according to existing agreements.

The respective conditions of admission for each master's degree programme are reserved.
Students are admitted to this master programme **without any preconditions** if they have earned 60 ECTS credits in management at a 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.

Contact

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