



IU International

# MASTER (M.A.M.)

# INTERNATIONAL MARKETING

Marketing is a diverse field and a great career path. Combining creative, analytical, and strategic roles, marketing graduates can easily find a fulfilling role that speaks to their interests. However, those with a master's in management specialised in international marketing will be able to step into leading positions right away and enable projects, campaigns, and brands success.

In the IU Master of Management in International Marketing, you'll learn to analyse brand values and develop targeted marketing strategies for business-to-business or business-to-customer (B2B or B2C) companies. You'll come to understand consumer behaviour in depth, enabling confident decision-making in the fields of acquisition, consumption, and products and services. And, you'll master management skills to maintain excellent employee motivation, client relationships, and customer satisfaction.

Overall, a master degree in international marketing management will give you a well-rounded knowledge of business and expertise in marketing, turning you into a valuable leader in any company.

**Degree**

Master of Arts (M.A.)

**Study start**

Anytime

**Study model**

Online, on campus or flexible

**Duration**

12 months

**Credits**

60 ECTS

# Study Content

MODULE TITLE	SEMESTER	ECTS
<hr/>	<b>1</b>	<hr/>
Managing in a Global Economy		5 ECTS
Strategic Management		5 ECTS
Sales, Pricing and Brand Management		10 ECTS
Advanced Research Methods		5 ECTS
Operations and Information Management		5 ECTS
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Consumer Behaviour and Research		10 ECTS
Seminar: Managing People and Organisations		5 ECTS
Master Thesis & Colloquium		15 ECTS

## WHAT YOU'LL LEARN

- Expand your marketing and sales knowledge with a focus on international business management, including purchase decision making and creating global marketing strategies.
- Gain excellent command of leadership skills to manage projects, people, and resources for efficient and profitable business.
- Explore influences on consumer behaviour and conduct insightful market research to implement successful strategies and market launches.

## CAREER

A Master in Management focused on International Marketing will shape your skills to become an expert in positioning brands in any market. With this degree, you'll show potential employers that you can identify and overcome potential risks, tailor campaigns to attract the right customers and regions, and enable the success of your team.