

MSc in Marketing

Programme Goals

- To acquire in depth knowledge and critical thinking in the core themes of marketing management sciences;
- To develop expertise in cross-cutting themes, in the interests and professional expectations of students, which contribute to the development of an applied research project;
- To provide students with methods, procedures and investigation techniques that enable them to develop their research project with a high degree of autonomy.

Learning Goals:

Goal 1 - Display effective written communication skills, including the following aspects: produce a well-structured document; demonstrate that the key messages have been clearly identified; express theoretical arguments to a specific application; summarize ideas and conclusions.

Goal 2 - Display effective oral communication skills, including the following aspects: select the appropriate format for a given presentation; demonstrate confidence and that the communication was well-prepared; develop and make presentations with impact.

Goal 3 - Develop critical thinking skills, including the following aspects: select and interpret relevant data and references from academic and non-academic sources; identify and debate ethical issues in business and management; formulate well-supported conclusions or solutions, apply appropriate methodologies or formulas to analyze and assess business issues and problems.

Goal 4 - Demonstrate broad knowledge in terms of scientific research in marketing including the following aspects: support a literature review recognizing the differences in terms of conceptual definition approaches, compare and choose the best methodological options in terms of a specific scientific research, integrate results and justify conclusions.

Goal 5 - Demonstrate skills in terms of ability to solve problems with strategic thinking including the following aspects: to analyse firms, industries and market performance evaluating marketing information in a critical way, incorporate qualitative and quantitative tools to manage marketing planning, evaluate marketing opportunities to recombine resources in novel ways.