



UNIVERSIDAD AUTÓNOMA DE MADRID



MASTER'S DEGREE PROGRAM IN MARKETING MANAGEMENT



Degree	Master in Marketing Management
Credits/Duration	90 ECTS / 3 semesters
Language of Instruction	Spanish
Prerequisites	official university degree, basic knowledge of Marketing and market research, intermediate level of English
How to Apply	http://www.uam.es/ss/Satellite/es/1242684629435/1242661879419/masteroficial/masterOficia/Master_Universitario_en_Direccion_de_Marketing.htm
For more information	Application process: posgrado.oficial@uam.es Academic information: coordinador.master.marketing@uam.es

Description of the program

The Master Degree Program in Marketing Management aims to train highly qualified managers capable of developing successful marketing strategies and policies. Students acquire competences and skills in the area of market research, consumer behavior, brand value, pricing, distribution channels and promotion.

Why choose this Master Program?

Students studying Marketing Management receive a specialized training, which enables them to work in different areas of business, conduct research projects and take over teaching.

Since its establishment, Master Degree Program in Marketing Management has experienced high popularity among applicants: for 40 places available in the program we receive more than 250 applications each year. Students are selected on the basis of their previous academic background. They receive an excellent training, which enables them to absorb and apply the content of the program in practice.

According to data published by the Center for Employment at UAM, graduates of Master Degree Program in Marketing Management share their satisfaction with the quality of the program, as well as the set of knowledge and skills they acquired while studying in this program. Graduates say that studying in this Master Program allowed them to advance in their professional careers.

What will you learn?

The Master Degree Program in Marketing Management combines theoretical education with practical training in Marketing. The program provides advanced knowledge of marketing strategies, market research, consumer behavior, product and brand management, pricing, distribution and communication. Additionally, students sharpen their practical skills for marketing management and market legislation.

During the studies, students learn to use various computer programs: business simulation (MARKSTRAT), data editing and analysis (SPSS) and market modeling (Marketing Engineering for Excel Software). Thereby, they acquire necessary analytical skills which are essential for decision-making in marketing. In addition, during their studies, students attend and actively participate in various lectures discussing latest trends in marketing, e.g. digital marketing.

Further opportunities (study and internships abroad, etc.)

The Master Degree Program in Marketing Management offers students an opportunity to access a wide variety of mobility grants for completion of a part of their studies abroad at universities and research centers holding bilateral agreements with Universidad de Autónoma de Madrid. Moreover, during the third semester, students have an opportunity to complete an internship in companies partnering with the University and Faculty.

Employment opportunities for graduates

Employment rates among graduates of the program are generally very high. Students start their professional careers in management and marketing management positions in national and international companies of different sizes and in different sectors. Graduates are equipped with deep knowledge and excellent practical skills enabling them to work in companies specializing in market research, consulting, advertising, as well as media production, and PR. Graduates possess the knowledge of research methodologies and marketing models which allows them to take over teaching activities or engage in research work.

Curriculum

To obtain a Master degree in Marketing Management students are expected to complete courses worth 90 ECTS credits, with a possibility to choose a specialization in the second year of their studies (Management Profile or Research Profile).

First Year

Course	Credits	Semester
Strategic Marketing Management	6	1
Research Techniques in Marketing	6	1
Multidisciplinary Analysis of Consumer Behavior	6	1
Product and Brand Management	6	1
Pricing Management	6	1
Skill Development for Marketing Management	6	2
Purchasing Behavior Models for Decision Making in Marketing	6	2
Management of Distribution Channels	6	2
Business Communication Management	6	2
Legal System of the Market	6	2

Second Year

Management Profile (30 ECTS)

Course	Credits	Semester	
Electives (choose 24 credits)	Sales Forecast	6	1
	International Marketing	6	1
	Human Resource Management	6	1
	Marketing Communication	6	1
	Sector Marketing Workshop	6	1
	Marketing Research Workshop	6	1
	Internship	12	1
	Master Thesis	6	1

Research Profile (30 ECTS)

Course	Credits	Semester
Methodology of Academic Research in Marketing	6	1
Theoretical Modelling in Marketing	6	1
Master Thesis	18	1