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BUSINESS ADMINISTRATION - MARKETING

CREATING VALUE FOR CUSTOMERS AND ORGANISATIONS

Master of Science

Faculty of Management, Economics and Social Sciences
University of Cologne



UNIVERSITY OF COLOGNE

The Faculty of Management, Economics and Social Sciences

The **University of Cologne** is one of the oldest and most prestigious European universities. It has produced several Nobel and Leibniz Prize winners and is part of the only economic cluster of excellence in Germany. Founded in 1388, the University of Cologne is a leader in many disciplines and a member of many international networks.

The **Faculty of Management, Economics and Social Sciences** (also known as "WiSo Faculty") is part of the University of Cologne and has over a century of experience in educating new generations of business professionals, economists, social analysts and political experts. As one of Germany's largest educational institutions, the WiSo Faculty regularly ranks among the top providers of management and business education.

As a student of the WiSo Faculty, you benefit from a teaching approach based on theory and methods in combination with research and applications.

The traditional diversity of subjects, top-level research, practical relevance and internationality allow the WiSo-Faculty to stand up to national and international comparison and to achieve top positions in international research rankings. Through its interdisciplinary research approach, the Faculty's seminars and institutes make a major contribution to the excellent research at the University of Cologne.

The education provided at our Faculty has benefited from many years of experience in working with companies and visiting lecturers from different professional fields. Several faculty members are professionals and managers who bring important industry experience to the programmes, resulting in sector-specific, up-to-date programme content for our students. True to our motto "Today's ideas. Tomorrow's impact.", this ensures that our interdisciplinary programme reflects the real world and ideally combines practice and theory, while also promoting knowledge sharing.

Global markets have fundamentally changed the situation of economic and political action. It will only be possible to meet the global challenge of society through a change in attitudes and organisations. To achieve this, however, the underlying global interrelationships must be investigated, understood, and considered by decision makers.

By pursuing a degree through this programme at the WiSo Faculty, you will take part in activities and learn processes for creating, communicating and delivering valuable offerings for customers, partners and society at large. The programme provides you as a student with the necessary theories, methods, and tools in order to utilise knowledge around the subject of marketing, making it the ideal basis for a leading role as an expert within the field.



"A sound knowledge of marketing concepts and methods is crucial for management and economics students. With the aim of bringing relevant offers to the market, it is an indispensable part of any good manager's toolset. We offer a broad training programme in Cologne with scientific methods and practical relevance combined throughout."

Werner Reinartz, Professor and Academic Director Master Business Administration - Marketing

FACTS AND FIGURES ABOUT THE WISO-FACULTY

Studies at the WiSo Faculty of Cologne University help to establish an excellent basis for your further professional and personal career paths. With nearly 9,000 students and a host of departments and academic staff, the WiSo Faculty is one of the largest and most prestigious schools of management, economics and social sciences in Europe.

- ▶ **8,735** national and international students
- ▶ **149** partner universities worldwide*
- ▶ **97** professors
- ▶ **200** research and teaching assistants
- ▶ more than **100** years in experience

Enrolling in a programme at the WiSo Faculty will give you everything you need to take the next step in furthering your career. One of Germany's largest educational institutions, the Faculty regularly ranks among the top providers of management and business education. The following is an overview of current rankings:



SCM Journal List Ranking ranks the University of Cologne on the 1st place in Germany.



Sociology is ranked #1 in Germany in the Academic Ranking of World Universities.



According to WirtschaftsWoche research ranking 2019, the University of Cologne is one of the most research-intensive German speaking universities. It ranks 2nd place within Germany in business administration.



AIS Information Systems Ranking is ranked 2nd in Germany.



CEMS Master's in Management programme is ranked 3rd in Germany in the Financial Times Ranking "Masters in Management 2020"



According to INOMICS (Career Guide for Economists) the school's Cologne Graduate School in Management Economics and Social Sciences is the best place to do a PhD.

State of facts and figures: February 2021

* The WiSo Faculty maintains excellent partnerships with over 140 leading institutions of higher education across the world on different levels of study, enabling its students to spend time abroad within a range of study and exchange programmes. Students can choose from an attractive range of partner universities, depending on their chosen path of study.

BUSINESS ADMINISTRATION - MARKETING (M.SC.)

Key Facts

**Degree:**

Master of Science

**Duration:**

4 Semesters

**Language:**

English

**Credits:**

120 ECTS

**Content:**

Knowledge, theories and methods in marketing are rigorously applied to real-life situations by using a set of different methods and can always be used to address new challenges.

**International:**

1 Semester Abroad

This programme provides you with:

- in-depth knowledge of marketing, incl. marketing strategy & tactics, customer management, brand management, marketing performance & analytics, and digitisation.
- methods, instruments and tools used in market-oriented corporate management.
- skills to analyse and understand how changing customer and societal needs, as well as technological developments can be translated into competitive market offerings.

A sound know-how of marketing concepts and methods is crucial for management and economics students and an indispensable part of any good manager's toolset. Case studies, business projects with companies, and guest lecturers from the corporate world give you insights about relevant and contemporaneous topics.

This programme is right for you if you:

- have successfully completed a bachelor's or equivalent degree in Management, Business Administration or Economics—preferably with a marketing focus.
- are internationally focused as well as open-minded, have a wide range of interests, and are eager to learn new things.
- are interested in obtaining a general understanding of marketing activities, developing analytical and critical thinking skills, problem-solving and wish to hone your writing and language skills.
- work as a team player, because working in groups is often practiced in seminars and an important key factor for later work in companies.
- are ready to take the next step in your future career in a leading marketing-related position in the corporate world.



"Pursuing a master at a top university like University of Cologne provides you with an opportunity to meet other highly achieving students and young professionals. You don't get that at a second-tier institution."

Sheila
Student of Master Business Administration Marketing at the WiSo Faculty



PROGRAMME OVERVIEW

Preparing you for future challenges

This programme is characterised by its strong balance of theoretical rigor and practical relevance. Both aspects are critical. We build on a strong research reputation which consistently excels in various competitive research ratings. We regularly publish in the leading academic marketing journals globally and present our work at leading conferences. Moreover, since most of the research is empirical in nature, collaboration with organisations is natural to the department's members.

Thus, by being close to businesses, a clear focus lies on the investigation of current business challenges. Beside translating our research knowledge in the current course offering, we cover a set of very contemporaneous subjects. Of course, the impact of the digital transformation as a trend is felt across the entire course offerings.

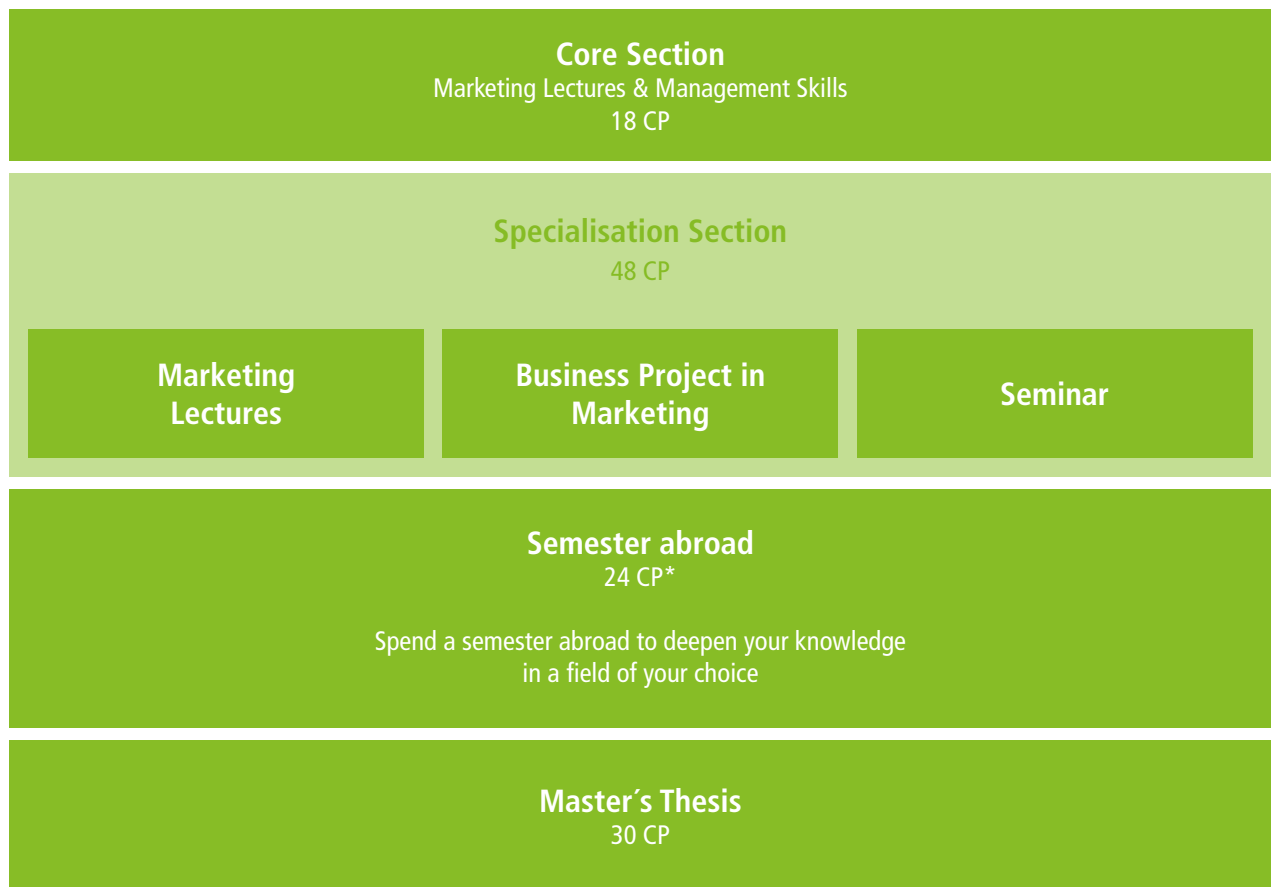
Business Project

One highlight of the curriculum is a business project during which you work on current managerial topics in close cooperation with a company representative. The project's goal is to apply scientific theories and methods on the issues at hand and to derive concrete recommendations. It includes conceptual and application-oriented elements, such as student presentations, case studies, discussions and guest speakers from the field.

Link to the practical world

The practical contact for you as a student is a strong feature of the programme. Guest lectures and practice seminars establish and promote direct exchange between companies and students. In addition, two talent programmes - ZMM+ and Marketing Circle of Excellence – complement the offering of the marketing area.

CURRICULUM



* In case you are not able to complete your semester abroad, you can choose 1 area in the Supplementary Section

From basic knowledge to your personal expert know-how

- Within this programme, the **Core and Advanced Sections** cover the methodological basics of your respective major in Marketing.
- The **Specialisation Section** teaches major specific basics and, in addition, advanced skills within the same area with the business project as the practical highlight of the whole programme.
- The programme is designed to include a **semester abroad** during your third or fourth semester. We will be happy to advise you on the options available to you and give you organisational support before, during and after your international experience. In case you are not able to complete your semester abroad, you have the possibility of choosing a minor specialisation in your Supplementary Section from a wide range of WiSo Faculty courses.
- With the **master's thesis** for the successful completion of your studies, you underline the knowledge and skills you have acquired throughout the programme and are ready to continue your career as an expert in your field.

INTERNATIONAL

English-taught programme

The majority of this master programme is internationally oriented. Many courses deal with topics from the field of international management, and a lot of the case studies focus on globalised companies. Students come from different countries and cultural backgrounds, further fostering internationalisation. Hence, studies occur in an environment that is international and intercultural.

Semester abroad

We strongly encourage you to take advantage of all available opportunities to gain your own international experience. Our cooperation agreements with an extensive number of excellent partner universities worldwide, including Erasmus agreements with a broad range of European universities, provide you with attractive options for spending your semester abroad. Students wishing to organise their semester abroad themselves can do so as a freemover. In addition to a semester abroad, you can enrich your studies by taking part in one of our short programmes such as WiSo@NYC or a summer school abroad, or complete an internship abroad with financial support offered by Erasmus.

Broad international network

With its balanced theoretical and practical approach, the internationally focused master's programme prepares you for a career in international work environments and enables you to work for internationalised companies.

In addition to this, the WiSo Faculty has a strong alumni network of former students working in all business segments across the globe.



CAREER OPPORTUNITIES

Skills acquired in the MSc. marketing programme prepare you for future line and staff positions with respect to a broad set of marketing and management related tasks. Potential employers range from start-ups and small/medium sized companies to large and global corporations.

Equally, our alumni are employed across all sectors and across all value chain stages, ranging across manufacturing, distribution, retailing, and services.

Exemplary job opportunities are:

- Product and Key Account Management
- Market Research and Data Science
- Digital and Online Marketing
- Sales and Retail Management
- Advertising
- Customer Relationship Management
- Trainee Programmes
- Consulting
- Academic Research
- Start-ups

The idea of founding a start-up company is pursued by many Alumni of this MSc. programme at the University of Cologne: Robert Müller-Grünow (Scentcommunication GmbH), Johannes Partz (flüssiggas1.de), and Dr. Juliane Kronen (Innatura GmbH) are examples of successful former students who are engaged in the start-up environment. The WiSo Faculty and the University's Excellence Start Up Center offers networking and idea-generation support if students are interested in forming a start-up company!

For all those who are interested in academic marketing research after finishing their master studies, the marketing area provides students with competitive master results the possibility for a postgraduate programme (Ph.D.).

At the same time, the MSc. degree is of course an excellent base for applying for graduate degree programmes at other national and international universities.

"Studying at the WiSo Faculty offered me just the right mix of specialization in my majors and broad access to the variety of business and social issues – both at a very high level. I still benefit from that today."

Dr. Sven Spork, Executive Board Member REWE Group
Corporate Affairs and Alumnus of the Faculty of Management, Economics and Social Sciences,
University of Cologne



COLOGNE

an open minded and science-centred city!

Cologne is located within a metropolitan area of about 13 million people in the heart of Germany's economy which makes it easy for students and faculty to collaborate with great companies. It is one of Germany's most attractive locations and offers a vibrant student life.

With around 100,000 students and a lively start-up culture, Cologne is the economic and scientific centre of the Rhineland region. In addition to 17 universities and business schools, the area is also home to numerous internationally renowned research institutions as ESA European Space Agency or Gesis – Leibniz Institute for Social Sciences, with knowledge transfer to industry and society playing a key role. Successful transfer structures include the university's Excellence Start-Up Center GATEWAY start-up service, the start-up network cologne e.V. and the Digital Hub Cologne.

Cologne is also proud of its reputation as a vibrant and tolerant city and at the same time being both multicultural – with 18% non-German residents – and strong in its local identity. Karneval, Cologne's famous carnival season every February, and the popular local beer "Kölsch", brewed exclusively in Cologne, are only two examples of the vivid cultivation of the city's traditions.

- ▶ Over **1 million** inhabitants in the city of Cologne
- ▶ **13 million** inhabitants in the metropolitan area of Cologne
- ▶ More than **100,000** students in Cologne
- ▶ Over **one third** of Cologne's total area is covered by public parks, sports grounds and nature areas
- ▶ **1** famous Gothic cathedral, the "Kölner Dom"
- ▶ **Unlimited** opportunities to fall in love with the city

Latest issue official Cologne Facts & Figures 2017





INFORMATION

Application information and requirements

Application process and deadline:

- Applicants with a German bachelor degree apply via the WiSo Faculty's master application portal
- Applicants with a non-German bachelor degree apply via the WiSo Faculty's master application portal and additionally via uni-assist
- Application deadline is **June 15th**

Requirements and selection procedure:

A Bachelor degree or equivalent (worth at least 180 ECTS credits) in Business Administration or Economics, strong proficiency in quantitative methods and an overall grade point average of at least 2.7 (German grade). Applicants must meet the following requirements:

- At least 78 ECTS credits in the field of Business Administration and Economics
 - of this at least 48 ECTS credits in Business Administration
 - of this at least 18 ECTS credits in Economics
- At least 15 ECTS credits in Statistics and/or Mathematics
- English language skills level B2 CEFR

The successful completion of an admission test (TM-WiSo/ GMAT) is highly recommended.

The Admissions Board will communicate its decision by the end of July. Enrolment usually takes place in August.

Detailed information and contact

We are happy to support you in your ambitions: for students the WiSo Student Service Point offers not only advice on studying but also support on all aspects of career choice, career planning and the application process:

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WiSo Student Service Point
Phone: +49 (0) 221/470-8818
wiso-studentservice.uni-koeln.de





"Being one of the largest Faculties of Business, Economics, and Social Sciences worldwide, we bring together excellent researchers, students, alumni, and organisations in a friendly and stimulating environment to jointly address today's challenges. Our Faculty is part of an outstanding network of universities. Furthermore, we have a truly international campus, that attracts many international students and partners. All this leads to a great reputation in teaching and research, which is reflected in our excellent rankings."

Prof. Ulrich W. Thonemann, PhD
Dean



Today's ideas.
Tomorrow's impact.

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