

Marketing

Tourism and Service Marketing
Fashion and Lifestyle Marketing
Retail and Shopper Marketing



MARKETING

Majors in Tourism and Service Marketing, Fashion and Lifestyle Marketing, Retail and Shopper Marketing

For future marketing communication experts

Do you enjoy working in a creative, dynamic and international environment, and planning and implementing marketing and communications strategies? Compatible with part-time employment, the Marketing master degree programme is tailor-made for you, with electives (majors) in Tourism and Service Marketing, Fashion and Lifestyle Marketing, and Retail and Shopper Marketing.

THE KEY TO SUCCESS: THEORY + PRACTICE + RESEARCH



Target group

As marketing manager you want to plan, coordinate and monitor all corporate activities geared towards meeting customers' current and future needs. This demands a detailed understanding of consumer behaviour, various marketing tools, as well as creative approaches to developing products and services.



Careers

Graduates of the Marketing master degree programme will have the skills required to perform expert tasks in a domestic or international professional environment and as part of a team, to take the initiative and to communicate effectively. You will have the necessary knowledge, skills and competences to identify problems in interdisciplinary settings and independently devise creative solutions.



Programme details

You learn how to plan, execute and evaluate marketing activities, with a strong focus on business practice. Core topics include strategic and brand management, digital marketing, communication skills and market research. Throughout the programme, students work closely with businesses on course-related and research projects.

HIGHLIGHTS

Choose your own focus areas. You select one of three electives (majors) on the programme. Elective courses are held in semester 2.

Tourism and Service Marketing

This is the elective for you if you are interested in planning and implementing marketing and management measures at tourism destinations, accommodation providers, event or consulting agencies, or similar service providers. You will look at the latest tourism-related developments, and tourism's significance for the community. In the tourism industry, there is a long-standing emphasis on deploying information and communication technology to optimise business processes (such as bookings, storing guest data, and e-marketing) and enhancing the customer experience.

Fashion and Lifestyle Marketing

This elective is the ideal choice for anyone interested in fashion and lifestyle brands, and looking to find out more about positioning strategies and brand management in the fashion and luxury goods sector. You will look at topics such as international fashion and lifestyle trends, as well as methods and processes used in planning collections. This elective gives you the skills required to take on various positions, including product, communications, merchandising, brand and store manager, purchaser and many more besides.

Retail and Shopper Marketing

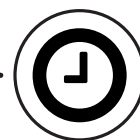
If your aim is to build up in-depth knowledge of retail marketing, with a view to optimising retail performance, this is the elective for you. The focus is on designing stores and store processes, such as point-of-sale design and e-commerce. The target is to create a unique shopping experience for customers. This elective will put you in a position to assume responsibilities in a wide range of roles, including as a retail marketing manager, sales representative, as well as e-commerce, channel, supply chain or key account manager.

PROSPECTIVE STUDENT ADVISORY SERVICE

T: +43 2732 802 222

E: information@fh-krems.ac.at

AT A GLANCE



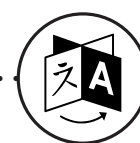
Format

Full-time

The lectures usually take place three days per week

Four semesters

Two years



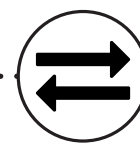
Language of instruction English

This prepares you for a career in a multi-cultural environment.



Academic degree

Master of Arts in Business (MA),
120 ECTS



Admission

An undergraduate degree programme in a relevant business discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1)



€ 363.36/semester

This is your study fee that you pay as an EU/EEA citizen plus a student union fee.

Curriculum Full-time

Semester I	H	ECTS
Management		
Site Development	2	3
Finance and Budgeting for Marketers	2	4
Marketing Process		
Marketing Trends and Developments	2	3
Strategic Brand Management	2	4
Digital Marketing and PR		
Internet Law and Data Privacy	2	3
Marketing Communications		
Digital Marketing	2	4
Value-Based Public Relations	2	3
Marketing Research		
Consumer Behaviour	2	3
Research Methods for Marketers	2	3

Semester II	H	ECTS
Marketing Research		
Big Data and Business Intelligence	2	4
MAJOR TRACK 1: Tourism & Service Marketing*		
Digital Tourism Management	2	4
Customer Experience and Event Management	2	4
International Tourism Management		
Tourism and Society	2	4
Global Tourism Perspectives	2	4
MAJOR TRACK 2: Fashion & Lifestyle Marketing*		
Customer Experience Design	2	4
Fashion Market and Collection Planning	2	4
Fashion and Luxury Management		
International Lifestyle and Fashion Trends	2	4
Management of Fashion and Luxury Brands	2	4
MAJOR TRACK 3: Retail & Shopper Marketing*		
E-Commerce	2	4
Shopper Marketing and Omnichannel Retailing	2	4
Business Value Creation		
Supply Chain Management	2	4
Key Account Management	2	4
Leadership and Communication Skills		
Acting and Performing	2	2
Persuading, Inspiring, Influencing People	2	2
Digital Skills		
Development Tools for Web and Mobile Apps	2	3
The Art of Visual and Display Marketing	2	3

Semester III	H	ECTS
Strategic Marketing		
Strategic Marketing in Practice		
Innovation Management	2	3
Marketing Strategy Capstone Project	3	12
Leadership and Communication Skills		
Negotiation and Conflict Management	2	2
Leading Meetings Effectively	1	2
Digital Skills		
Influencer Marketing	2	3
Storytelling and Content Creation	2	3
Research		
Research Coaching I	2	5

Semester IV	H	ECTS
Management		
Ethics and CSR	2	3
Research		
Research Coaching II	1	1
Master Thesis	0	22
Master Exam	0	4

* You select one of three electives (majors) on the programme. Elective courses are held in semester 2.

Subject to possible alterations.

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