Aristotle University of Thessaloniki

Faculty of Social and Economics Sciences

School of Economics

Admission of Graduate Students

"MSc in Strategic Marketing"

The MSc in Marketing Strategy equips young professionals and recent graduates with the advanced knowledge and skills to become a successful marketing leader of the future. It is an intensive full-time programme where marketing fundamentals intersect with the latest in technology and innovation, and where marketing science is blended with data-driven decision making for business. The programme covers the full marketing spectrum from marketing strategy, communications and branding to market research, digital marketing, social media marketing, and big data marketing analytics.

Students attending this programme will be exposed to a multifaceted perspective of marketing and will acquire analytical and critical skills to help organisations solve problems, identify market opportunities and achieve their full potential. All modules will be taught by academic staff, who have expertise in the areas they teach, while marketing executives will provide the opportunity to gain real life industry perspectives.

Our graduates can pursue a successful career in various marketing roles, including brand managers, marketing managers, digital marketing specialists, sales executives, advertising managers, media and communication specialists in public and private organisations across different industries in Greece and abroad.

The programme extends over three semesters, consisting of two semesters of taught modules and one semester of independent research, leading to the submission of an MSc dissertation.

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Potential applicants could find more information about the programme and apply through the programme's website https://strategic-marketing.econ.auth.gr.

Application Deadline: 15th June 2024

Tuition Fees: 5.500 Euros

Information: E: strategic-marketing@econ.auth.gr