



# MSc MARKETING

MASTER OF SCIENCE IN MARKETING



Business School Lausanne

A LEADING INNOVATOR IN BUSINESS EDUCATION



## MASTER OF SCIENCE IN MARKETING

Innovation in Marketing

# MARKETING FOR THE 21<sup>ST</sup> CENTURY INTEGRATING NEW MEDIA & TECHNOLOGIES

## THE BSL DISTINCTION

At BSL we get to know you. We provide personalized service and engage you in the learning experience. We promise:

***An international atmosphere*** — with more than 30 nationalities in our student body, you will have a fantastic opportunity to network and make friends for life.

***A globally recognized degree*** — accredited by the Association of Collegiate Business Schools and Programs (ACBSP) in the United States and supported by the European Foundation for Management Development (EFMD) in Europe, you will earn a valued degree.

***Interactive classes*** — given by a faculty of business practitioners with a proven track record of success, you will participate in small classes and will be enriched with real business knowledge.

***Superior Swiss Quality*** — part of the Swiss Federation of Private Schools and with ISO 9001 certification, BSL is ranked 40<sup>th</sup> among “Top European Business Schools” in an employer choice based ratings system, implemented by QS (Quacquarelli Symonds Limited).

*“Studying at BSL helped me face interviews with greater confidence, and has given me a strong business know-how”* – Dipak Nirmalkumar



*“The students and professors at BSL are very open to new ideas and are happy to discuss things constructively, without being judgmental”* – Mikhail Khodorkovskiy

## WHO’S THE BSL MSc MARKETING FOR?

The BSL MSc Marketing is a truly innovative program built around new technologies. It is designed for students wishing to pursue a career as Brand Managers, Account Directors, Marketing Consultants or Advertising Managers.

## PROGRAM CONTENT

At BSL, the MSc Marketing will train you in general business and then focus on the specifics of Marketing. We put a strong emphasis on technology in Marketing, with courses in Internet Marketing and Direct Marketing.

## QUARTERLY OVERVIEW

- Q1** Business Economics, Business Ethics, Corporate and Business Law, Principles of Accounting and Finance, Mastering Office 2007 and the Internet
- Q2** Marketing Planning and Business Development, Global Marketing, Project Management, Cross Cultural Management, Managing Social and Environmental Responsibility
- Q3** Marketing Services, Managing Marketing, Direct Marketing, B2B Marketing, Project Management in Marketing, Internet Marketing
- Q4** Marketing Communication, New Product Development and Innovation, Creating Value and Strategy, Marketing Research and SPSS

## PROGRAM LENGTH

Completed in 2 years – The MSc Marketing includes 20 modules given over 11 months and 12 months of a Thesis with an internship possibility. Each module involves 40 hours of classroom time.

## CREDITS & COSTS

120 ECTS credits

CHF 38000.-- including books & material

## START DATES

September and February

## WHAT YOU NEED TO APPLY:

- ▶ Bachelor's degree in any subject area or equivalent (call us if you are not sure)
- ▶ IELTS: 6.0 or equivalent; TOEFL 80, TOEIC 800 (only one test necessary)
- ▶ CV & motivation letter
- ▶ 2 letters of recommendation

## WHEN TO APPLY:

Places in our program are limited and seats are attributed in order of applications received.

We recommend applying at least 90 days prior to the program's start date, especially if you will require a study VISA.

## ABOUT BSL

Business School Lausanne is a leading innovator in higher business education for entrepreneurs. BSL's programs include BBA, Masters programs, Full-time and Flex Modular MBA, Executive MBA and DBA. BSL also provides MBA level Management Training Seminars for qualified working professionals. BSL takes a pragmatic approach to learning by applying theory to practice. BSL was founded in 1987 and is a member of the Lemania Group of Swiss Private Schools.



### CONTACT US

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