



# School of Management and Law

## Post-graduate Master's degree program in General Management with a Major in Marketing

**Building Competence. Crossing Borders.**



# Program

## Program Overview

The curriculum for the Master of Science in Business Administration with a Major in Marketing has been developed to enable graduates to combine a solid understanding of corporate management at an academically demanding level with a specialist education in marketing. It creates a competence profile which unites specialist knowledge and a thorough understanding of complex and interwoven corporate processes, which satisfies a clear demand in the marketplace. The practical orientation of all we do at the ZHAW School of Management and Law is reflected not only by our teaching methods but also in the career-integrated format of the Master's degree program. Thus, students are able to combine their continuing education with their professional and personal needs. As a general rule, post-graduate Master's pro-

grams amount to 90 ECTS credits, which equals a workload of 2,700 working hours.

Whereas the language of instruction for this degree program is German, the 2nd semester is **taught in English**, which represents an excellent opportunity for foreign exchange students wishing to spend a semester at the ZHAW School of Management and Law.

### 2<sup>nd</sup> semester program

The spring term focuses on scientific expertise with practical applicability. Students learn to apply the academic knowledge they acquire to their work environment by carrying out real research projects.

ECTS	Module	Content Focus
6 ECTS	<b>Market and Environment</b>	Analysis, synthesis and design of complex operational structures, processes and problem areas
6 ECTS	<b>International Business</b>	Management of business functions in an international context, including devising a marketing, operations and financing strategy and implementation plans
6 ECTS	<b>Operational Customer Management</b>	Consolidation of marketing knowledge, detailed understanding of the development of a customer-oriented business
4 ECTS	<b>Scientific Methodology: Research Tools</b>	Application of knowledge and skills within the context of applied research and development
6 ECTS	<b>Integrated Project</b>	Application of knowledge and skills within a real life project
3 - 6 ECTS	<b>Elective</b>	Consolidation of marketing knowledge

# Program Contents

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## **Market and Environment (6 ECTS credits)**

- Analysis of supply and demand and other market conditions
- Managers as rational decision-makers
- Demand and supply in competitive markets
- Production under perfect and imperfect conditions
- Organizations in today's global economy
- International trade theory
- International trade policy

## **International Business (6 ECTS credits)**

- Business motivators for going international
- Marketing mix (business development, product development, branding, 4/7P marketing mix)
- Multicultural context (language, customs, behaviors, beliefs, and values)
- IB opportunity identification and evaluation tools
- Market entry strategies
- Functional strategies
- Cost-benefit analysis
- Performance assessment, improvement, and sustainability

## **Operational Customer Management (6 ECTS credits)**

- Consolidating skills relating to customer acquisition, development, and loyalty
- Process management in CRM
- Customer management activities throughout the customer-life cycle
- Management of distribution channels
- CRM-relevant performance measurement
- Interconnectedness of CRM competence areas

## **Scientific Methodology: Research Tools (4 ECTS credits)**

- Statistical methods of economics: review and consolidation
- Implementation of research designs and methods

- Application of the necessary qualitative and quantitative procedures/techniques
- Exercises and cases for data collection
- Data analysis, in particular the use of PASW Statistics software, in practical exercises

## **Integrated Projects (6 ECTS credits)**

This module gives students the opportunity to apply theories and concepts discussed in class to a real life marketing-project. Projects are conducted by or in cooperation with an institute of the School of Management and Law or in cooperation with different companies.

## **Elective Marketing Module (3-6 ECTS credits)**

One of the following subjects:

- Consumer behavior and communication
- Global marketing management
- Doing business in Asia-Pacific

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## Contact details

Applications should be sent by mid-January to:

ZHAW Zurich University of Applied Sciences  
School of Management and Law  
Administration Office Master's Programs  
St.-Georgen-Platz 2, P.O. Box  
8401 Winterthur, Switzerland  
Phone +41 58 934 68 34  
[info-master.sml@zhaw.ch](mailto:info-master.sml@zhaw.ch)

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## Program dates

The 2<sup>nd</sup> semester lasts from mid-February until mid-July.

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## Location

Lectures are held in Winterthur.

Zürcher Hochschule  
für Angewandte Wissenschaften

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