

MARKETING AND SALES



The MSc specialisation programme in Marketing and Sales prepares you for a career within sales and marketing. The programme gives you a broad insight into the marketing field and a specialised set of skills related to marketing and sales.

REASONS YOU SHOULD CHOOSE THIS PROGRAMME

Marketing
Sales
Value Creation
Aalborg

2-YEAR SPECIALISATION ENGLISH

[Read about admission](#)



Marketing and Sales

Anne, student at Aalborg University Business School (AAUBS), talks about the master's degree specialisation programme in Marketing and Sales.

The specialisation in Marketing and Sales at Aalborg University Business School (AAUBS) deals with sales and marketing-based development of companies and organisations, and you get the opportunity to become a specialist in this field. You gain an in-depth understanding of how sales and marketing work in organisations through knowledge of different areas of marketing and sales management, including customer needs, value creation and branding.

You will experience a close interplay between theory and practice and an application-oriented approach during the programme. This means that you will work with cases and projects related to specific issues in the business world.

The programme is structured and carried out in close collaboration with business leaders from a wide range of companies. Therefore, you will find that the courses are relevant, meet current business practices, and are in line with the expectations of your future employers.

The programme is in English, and the teaching, therefore, takes place in English.

Upon graduation, you will be able to:

- develop deep insight into customers and markets

- use this insight to advise a company about strategic decisions
- ensure that companies carry out sales and marketing activities efficiently and effectively

When graduated, you will get a master's degree in Economics and Business Administration with a specialisation in Marketing and Sales.

Academic content

The specialisation in Marketing and Sales lasts two years (four semesters).

1. Semester

The first semester consists of two compulsory courses and a semester project. The courses focus on how companies can generate customer value, sales management, and customer experience management as three areas that discuss the firm–customer interface.

Specific topics include how firms can create, communicate, and formulate propositions for customer value to develop a market-oriented organization, sales strategies in the context of different business environments as well as sales processes and leadership, and customer experience management including customer decision-making, experiencescape, and tools to analyze the customer experience, among others.

In the semester project, students work on a contemporary real-world problem that requires analytical and critical thinking. The case topics revolve around marketing strategy, value creation, and consumer behavior.

2. Semester

The second semester consists of two compulsory courses and a semester project.

The courses deepen and broaden the contents of the 1. Semester, covering topics such as pricing, sales efficiency, relationship marketing, and the marketing ecosystem; all of which present key areas for an organization's success.

In times of uncertainty, firms require market insights to support decision-making and an effective marketing management. Thus, the 2. Semester also takes an analytical angle. Students will be equipped with various methods to empirically develop insight for marketing practice and research.

The semester project revolves around pricing and sales efficiency and focuses on contemporary real-world problems to businesses and non-profit organizations. Together, the courses and project work aim at fostering a culture focused on

strategy and analysis in the face of global challenges, preparing students to excel at their internships and studies in the subsequent semester.

3. Semester

In the third semester, you have the opportunity to customise the semester to your own specific wishes by choosing from a large selection of electives such as course modules covering various topics and contemporary themes in economics and business administration.

If you would like to collaborate with a company, you can choose the module “Project-based Business Cooperation” thereby gaining valuable work experience and apply what you have learned during the previous two semesters in practice.

Alternatively, you can choose to study a full semester (30 ECTS) at another study programme at AAUBS, at another institution in Denmark or abroad or choose one of the semester specialisation ie New Venture Creation or Commodity Economics.

4. Semester

The fourth semester ends the program with the master thesis. During the master thesis students have the possibility to identify, investigate, and analyze a theoretical and practical issue at great depth. This gives students an opportunity to focus on and specialize in a specific area of their interest.

Moreover, the master thesis can be written in cooperation with a firm or a nonprofit organization to gain further practical experience.

[Read more about the courses \(modules\) in the curriculum - §18 “Overview of the programme”.](#)

Company collaboration - Study abroad

On the third semester, you have the opportunity to complete a project-oriented company collaboration, where you can be associated for a longer period with a company or organisation in Denmark or abroad.

You can also choose to study a full semester abroad.

Read more about stays abroad [here](#)

Admission and requirements

Admission requirements

Admission requirements

Legal claim

The following bachelor's degree has a legal claim for admission:

- Erhvervsøkonomi, HA, Aalborg University

Bachelor's degrees that qualify for admission

The following Bachelor's degrees are deemed qualified for admission to this Master's programme:

- Erhvervsøkonomi, HA, Aarhus University
- Erhvervsøkonomi, HA, Copenhagen Business School
- Erhvervsøkonomi, HA, University of Southern Denmark
- Erhvervsøkonomi, HA, Roskilde University

Even though your bachelor's degree is deemed qualified for admission, please note that this master's programme has restricted admission and therefore your application will be prioritized based on the selection criteria stated below.

Admission requirements

If your bachelor's degree is not listed as a direct qualifying programme you can still apply for admission. When you apply, the study board of the specific master's programme will make an individual academic assessment of your bachelor's degree according to the admission requirements in ECTS as stated below:

- Microeconomics and Macroeconomics – 10 ECTS
- Quantitative Methods and Statistics – 10 ECTS
- Financial Accounting and Management Accounting – 10 ECTS
- Finance – 10 ECTS
- Organisation and Strategy – 10 ECTS
- Marketing – 10 ECTS

Furthermore

- Economics and Business Administration – 30 ECTS

Even though your bachelor's degree is deemed qualified for admission, please note that this master's programme has restricted admission and therefore your application will be prioritized based on the selection criteria stated below.

Pre-assessments

Aalborg University does not pre-assess applications for admission. This means that

academic assessments are carried out only when an application for admission is submitted.

Supplementary courses

If you have obtained a bachelor's degree...

you need to apply for admission to the Master programme before you can follow supplementary courses. It is possible to be admitted under the condition that you follow one or more supplementary courses during the first year of the Master programme. If you can be admitted under the condition that you follow supplementary courses, the number of courses will be stated in a potential admission letter. You are obligated to sign up for the relevant courses through the Empty-Place Scheme.

Can you follow supplementary courses between your bachelor's and master's?

When assessing whether you fulfill the entry requirements, the university is not allowed to base its decision on courses, which you have passed between completing your bachelor's degree and being admitted to a Master programme. We are not allowed to take courses you have completed prior to starting your Bachelor degree under consideration. That means that courses that are not part of the Bachelor degree on the basis of which you are applying cannot be used in the assessment of your application.

[Read more about supplementary courses.](#)

English requirements

All applicants applying for a Master's programme offered in English must prove that their English level is equivalent to level B (Danish level) in English.

Danish B level in English compares to:

- IELTS (academic test). 6.5 overall band score
- TOEFL (internet-based): Minimum score: 85 Cambridge
- Certificate of Proficiency (CPE): 180 / level C1
- Certificate in Advanced English (CAE): 180 / grade C
- ECPE: Passed test including certificate

[Read more about language requirements and exemptions at Aalborg University.](#)

Programme curriculum

[See the curriculum here.](#)

Restricted admission

What does restricted admission mean?

This programme has restricted admission which means that even though you are qualified for admission, you are not guaranteed a study place.

Assessment and prioritization of the qualified applicants will take place based on the selection criteria stated below.

Selection criteria

Assessment and prioritization of the qualified applicants will take place based on the following selection criteria:

- Grade point average of your qualifying bachelor's degree. If you have not completed your bachelor's degree, the grade point average is calculated based on the passed courses at time of the application. GPA is calculated based on your uploaded transcript.
- The number of ECTS obtained in the qualifying degree that is within the core subject area of the education programme applied for. Documented via uploaded transcript/course certificate.
- Relevant work experience. Documented by uploading e.g. reference letter from employer, pay slip, contract of employment.

Number of study places

Marketing and Sales offers 38 study places in 2024.

How to apply

How to apply

Application deadline and answer to your application

The application deadline is 1 March.

You will receive an answer to your application no later than 10 June.

When is this programme offered?

This programme offers study start in September.

Apply for admission

You must apply for admission in the Application Portal which opens in December.

[Log in to the Application Portal](#)

Read more about admission

You can find more information about the application process, requirements and deadlines at masteradmission.aau.dk.

Job and career

Companies are looking for well-qualified graduates in marketing and sales. You will typically work with sales planning, market analysis, communication, and strategy in job functions as a consultant, consultant, or project manager to advance to a management position later.

With a master's degree in Economics and Business Administration with a specialisation in Marketing and Sales, you can pursue a career in:

- National or international organisations (multinational companies)
- The private sector (large companies, banks, and financial institutions or consulting companies)
- national or international research institutions and universities (eg, a PhD programme)

Moreover, completing two years of studies you also have an opportunity to participate in a graduate programme. These programmes are spread across companies in different cities in Denmark. Graduate programmes refer to training and development schemes designed by corporations to address graduates that are looking for an opportunity to jump-start their professional career.

[Read more about graduate programmes.](#)

Get help at AAU to start your career in Denmark

AAU Career helps you on your way from student life to job life in Denmark by giving you the tools to examine your options and find out what to do.

While studying at AAU, you can participate in career and job-related events, find help on our website, and book a personal career counselling session to talk about e.g.:

- Finding your way in your career
- Danish working culture
- Application and CV the Danish way
- What you can offer an employer
- How to go about job search in Denmark – both student job, internship and full-time job

[Read more about AAU Career here](#)

Contact

Admission counselling

If you have questions concerning your application, admission requirements or admission in general, please send us an email to this address:

Email: masteradmission@aau.dk

Address

The Admissions Office
Aalborg University
Fredrik Bajers Vej 1
DK-9220 Aalborg East
Denmark

Office hours

Monday, Tuesday, Thursday and Friday: 12:00 - 14:00

Wednesday: Closed

Tel.: +45 9940 9655

Student counsellor

NICOLAI THORDAHL FALKENBERG, LARISA NICOLETA CIOCARLAN & AMALIE FALK
BYRGESEN

Fibigerstræde 2, room 6
DK-9220 Aalborg East
Phone: +45 2097 8958
E-mail: ha-studievej@business.aau.dk

Office hours: Mondays and Thursdays 09:00-12:00.

Study programme

Secretary, Marketing and Sales

[Birgitte Krogner](#)

Study and Wellbeing Guidance

Are you a student at AAU? In AAU Study and Wellbeing Guidance, we can help you with, among other things, choices during your study programme, study doubts, study techniques, motivation, wellbeing, leave and study resignation or perhaps just a conversation about your thoughts regarding your study programme and wellbeing. We are happy to talk to you about anything big or small.

[See opening hours and contact information.](#)