

MASTER OF BUSINESS ADMINISTRATION

SPECIALIZATION -
MARKETING & E-COMMERCE



EUROPEAN INSTITUTE OF
FINANCE & MANAGEMENT

ABOUT MBA

The benefits of an MBA degree can be enjoyed regardless of your field or area of professional focus. For those who plan to work in management positions, financial institutions or have entrepreneurial ambitions, an MBA can help build the leadership

An MBA degree brings a number of professional and personal benefits. Whether you work in technology, finance, management, marketing or manufacturing, an MBA will open up opportunities for greater responsibility, career progression and higher financial reward. On a personal level, an MBA will help you improve your communication and leadership skills, which are essential for professional success.

GREAT LEADERSHIP: Your professors are experts in their fields, ninety-five percent have doctorates, and they work in nearly every country in the world. They will help you develop new perspectives and see new opportunities.

GREAT COLLEAGUES: You'll learn side-by-side with diverse, talented classmates with whom you'll share

your knowledge and experience and go through a transformative journey together. You'll build a network of friends and contacts that will last a lifetime.

GREAT CONTENT: You'll gain tools to help you tackle any challenge. You'll learn critical thinking, backed by solid foundational knowledge. And you'll hone your skills by putting them into practice. When you graduate, you'll be able to analyse business problems, solve complex real-life issues and make informed decisions - ready for your first management role.

CAREER SUPPORT: EIFM's experienced Career Support Centre team will connect you with



STUDY STRUCTURE

Today's business environment is constantly evolving. Globalisation, new information technologies and new distribution channels are changing the way we look at marketing and how we sell. To compete in a global environment, we need to gain access to new markets, deal with new competitors and, most importantly, approach sales and marketing management from a more innovative perspective.



BASIC INFORMATION:

- ✓ SCHEDULE: individual, online
- ✓ LENGTH OF STUDY: 12 - 18 months
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 7,000
- ✓ ECTS: 60 CREDITS

Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a discount of 5% of the tuition fee will be applied additionally.

In our MBA in Marketing program, you'll take important courses ranging from organizational leadership to marketing strategies, and you'll explore buying habits, trends and consumer behavior. The main objectives of this degree program are to enhance graduates' ability to assess market opportunities by analyzing customers, competitors, associates, context, and company strengths and weaknesses; to develop effective marketing strategies to achieve organizational goals; to design a strategy implementation program to maximize its chance of success; and to communicate and defend your recommendations from both quantitative and qualitative perspectives.

The course will challenge you to learn and keep abreast of marketing trends so that you can apply them to your current or future marketing career.



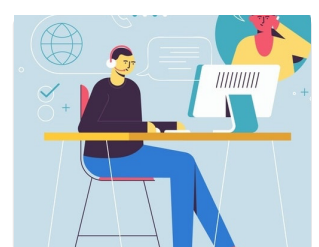
GLOBAL MARKETING



BRAND MANAGEMENT



SOCIAL MEDIA MARKETING



SALES SUPPORT

WHY STUDY AT THE EIFM?

GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

EFFECTIVE TEACHING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how to develop their talents and take them to the next level.

CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

OUR STUDY YOUR CAREER

We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.

ARE YOU A MBA STUDENT?

Your class or study group will be as diverse as it is rich. Students come to us from all walks of life and from all corners of the world. We are well aware that each of our students is unique, yet you will all have at least one thing in common: the desire, the will and the drive to reach your full potential and make a difference, to leave your mark on our world.



WHAT DO OUR STUDENTS HAVE IN COMMON?

Although each student is different, the general career goal is usually very similar. EIFM is usually attended by professionals of all ages whose goal is to become leaders, either in the company they are currently working for or in the form of starting their own business and building something to be proud of. Indeed, our students are united by a desire, a desire to make a profound and positive impact on today's business world through their actions.

AND WHAT ARE OUR STUDENTS DEFINITELY NOT MISSING?

Personal development – You are constantly learning and working hard.

Self - confidence – You believe in yourself and know that success awaits you.

Work experience – You have months or years of professional experience under your belt.

Leadership – You understand people and know how to get the best out of them.

International outlook – Your business has no limits.

Character – You don't just think about yourself, you think about the company.

Good communication skills – Not only do you communicate well, but you also listen.

Team player mentality – You realize that teamwork will take you further.

PROGRAMME SUBJECTS

MARKETING MANAGEMENT

Marketing management is a subject that deals with various concepts of marketing strategies, practices and new techniques that change according to the demands and needs of consumers. The course helps students to learn about the marketing process which includes planning, pricing and promotion of goods and services in the target market and focuses on activities such as promotional techniques, cost reduction mechanisms as well as creating and retaining customers through careful analysis and anticipation of market situations.

MARKETING COMMUNICATION

Marketing communication is a key aspect of a company's overall marketing mission and a significant factor in determining its success in the marketplace. The goal of marketing communications is to convey meaning to the target audience and build a strong brand. This course provides students with the opportunity to analyze, design and evaluate various communication and promotional decisions. Specific topics include basic marketing communication decisions, creative brief, message/copy writing, communication strategies, and media strategies. To explore these issues, this course provides relevant and up-to-date theories, concepts, techniques, and models in marketing communications and promotion.

GLOBAL MARKETING MANAGEMENT

This course examines the opportunities and challenges associated with global marketing. The influence of cultural, economic, political and technological environments in different countries on marketing is considered. The relationship between global marketing and global business strategy will be discussed. Methods of analyzing customers and competitors on a global scale will be discussed. Strategies and tactics for developing each of the four "P's" internationally and globally will be examined, including product, service and brand policy development, advertising, promotion and communication plans, distribution channels and pricing policies in a global context. Approaches to decision-making about the degree of globalization and localization of marketing will be explored. We will also look at key aspects of marketing both globally and in each of the major regions of the world.

MARKETING STRATEGY

The main aim of the course is to provide you with the skills and knowledge you need to understand and operate in the field of marketing. Emphasis is placed on the topics of marketing environment, consumer behaviour, market segmentation, targeting, positioning, product, service, price, place, promotion, advertising and strategic marketing integrated with the topics of ethics and social responsibility in relation to marketing. All of this will be integrated with digital marketing concepts, allowing a focus on the continuous process of change and renewal of marketing. One of the goals is how to market yourself, starting with good presentation skills and a deeper understanding of how to properly handle emotions in different situations.

PRODUCT AND BRAND MARKETING

The aim of the course is to focus on key brand and product management topics that will help current and future marketing managers in their strategic decision-making ability. Topics have been selected based on the responsibilities of marketing managers, the latest industry trends and academic research. The study draws on existing models of communication and consumer behavior to explore many of the issues facing the modern brand manager. Key topics include: brand evaluation, brands and their relationships with consumers, how to build brand equity, and the tools needed to manage equity over time.



MBA – MARKETING

BRANDING

The aim of the course is to equip students with the knowledge and skills to understand and analyse brand management and branding from the perspective of companies and consumers. This objective will be achieved through a careful analysis of the key concepts related to this subject: the corporate perspective; brand development and brand architecture; the definition and role of the marketing mix; the integration of marketing communication and brand management; consumer perception of the brand; etc.

CONSUMER BEHAVIOUR

The course focuses on understanding and predicting consumer behaviour through the integration of theories from psychology, sociology, anthropology and economics. Emphasis will be placed on how behavior is shaped by internal and external influences. Consumer decision making is often complex and far from rational. Topics discussed include the importance of consumer behavior and research; internal influences such as motivation and commitment, personality, self-concept, lifestyle, perception, learning, attitude formation and change, and communication; external influences such as culture, subculture, social class, reference groups and family, and the diffusion of innovation; and consumer decision making.

SOCIAL MEDIA MARKETING

The importance of a strategic social media presence for modern businesses cannot be underestimated. Social media has evolved to serve as the glue that binds and enhances digital marketing strategy and the overall brand experience for consumers, from creating a place to connect directly with consumers to providing insights on purchase behavior to boosting SEO rankings. This course will teach you how to work with different social media platforms and their tools and techniques, and aims to make you an experienced social media marketer using effective and proven methodologies. Upon successful completion, you will be able to formulate a social media marketing strategy that meets your needs, execute effective social media marketing campaigns, influence your brand awareness by leveraging multiple social media channels, and build relationships with and encourage engagement with your target audience.

ADVERTISING AND SALES PROMOTION

The course deals with the elements of advertising and sales promotion in the business environment. Topics include advertising appeals and sales promotion, media selection, the use of advertising and sales promotion as a marketing tool, and methods of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts discussed through their application and will be able to explain the use of advertising and sales promotion as a marketing tool, describe advertising and promotional appeals, explain appropriate media selection, and discuss ways to test the effectiveness of advertising and sales promotion.

DIGITAL ADVERTISING

This course is designed as an introduction to the world of digital and online advertising. It will cover all the different types of digital ad units, advertising partners, process, buying and more. It's ideal for anyone interested in advertising their business online, looking for a job in digital media planning, interested in how big brands decide to place ads online, students focused on marketing and advertising, or those who are generally interested in how the ads you see online are created and served.

ADMISSION PROCESS

There are no tests, exams or interviews as part of the admissions process. All you have to do is meet the requirements for each study programme and the institute's management will then decide on your admission.

STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme

ADMISSIONS COMMITTEE

Upon receipt of your online application for admission, the admissions committee will review all the documents you have sent as a basis for issuing a decision on admission to study. The admissions committee may take 1-3 days to issue an admission decision after you submit your online application.

DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

PERSONAL INTERVIEW

If the admissions committee is unclear, they may arrange a video call with you to get to know you better and make sure you are a suitable student for our institute. This is an ideal chance to show your commitment, enthusiasm and explain the motivation that drives you to study and that will be your study engine.

START OF STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.



EXPERIENCE AND TRADITION

Graduate studies at EIFM offer primarily individual leadership development that prepares you for key situations in business and in today's global society and enables you to face future challenges in a rapidly evolving world. Our team of professors and lecturers consists of highly enthusiastic as well as respected academics and professionals who are committed to passing on their knowledge and experience. Our lecturing team presents more than 50 professionals in their respective fields and there is no shortage of guest lecturers and lectures from foreign companies or universities.

EIFM offers a rich and personally fulfilling working environment that is based on our core values and enhanced by international perspectives. We will help you reposition yourself for your future career path and establish lifelong connections that will benefit you throughout your working career.

ALUMNI TESTIMONIALS

"Studying at EIFM has been an excellent experience. I have gained knowledge, experience and skills from great professionals from leading companies and I can already say that much of what I have learnt during my studies I am actively using in my work and will continue to do so."

PAUL SIMONS
Student

"Studying at EIFM was not only a career benefit for me, but it also allowed me to develop on a personal level. Before starting my studies I didn't have the courage to start my own business, but that has now changed and almost 3 years on I have to say that studying has allowed me to start fulfilling my lifelong dream of owning my own

JESICCA CASY
Student



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