



NEW YORK COLLEGE
EUROPEAN & AMERICAN EDUCATION

MA in International Management – International Marketing - New York College

AIMS

The Master of Arts programme in International Management gives you the tools you will need for a variety of management roles in international companies. The programme focuses on the international service industry and gives you opportunities to put what you've learned to work.

In particular, the Master International Management · Marketing prepares you to work in marketing management roles in internationally operating organisations. The program builds your understanding of the sales and marketing issues of international organisations. You will improve your competencies in international marketing, brand management, market research, consumer behaviour, organisational strategy and pricing through analysis of successful concepts of international marketing management. The focus on (inter)cultural challenges in various country markets not only increases your methodological, but also your socio-cultural skills.

Duration

Full-time 4 semesters (3 semesters study + 1 semester Master Thesis).