



MSc in Strategic Marketing[®]

Student Admission to the English-Language Master's Program "Strategic Marketing" Department of Economics Academic Year 2025-2026

The MSc in Marketing Strategy is designed to equip recent graduates and early-career professionals with the advanced knowledge and practical skills required to become future leaders in marketing. This intensive, full-time program combines core marketing principles with the latest developments in technology and innovation. It integrates marketing science with data-driven decision-making to address contemporary business challenges.

The curriculum spans the entire marketing spectrum—from strategy, branding, and communications to digital marketing, social media, market research, and big data analytics.

Students will gain a comprehensive and global perspective on marketing, developing the analytical and critical thinking skills needed to identify opportunities, solve complex business problems, and drive organizational growth. Courses are delivered by experienced academic faculty with expertise in their respective fields, while guest lectures and workshops led by industry professionals provide valuable real-world insights.

Graduates of the program are well-prepared to pursue successful careers in a wide range of marketing roles, including brand management, digital marketing, marketing strategy, advertising, sales, and media and communications. Opportunities are available in both public and private sector organizations across diverse industries in Greece and internationally.

The program spans three semesters, comprising two semesters of taught coursework and one semester dedicated to independent research, culminating in the submission of a Master's dissertation.

Tuition Fees: 5.500 Euros

Applicants must submit their application along with the required and any additional supporting documents electronically via the link: <https://eforms.auth.gr/aitsh-eis-pms-stm-2025/>

Applications can be submitted from May 1, 2025, to June 15, 2025.

Required Documents

- Application (completed on the program's website)
- Curriculum Vitae (CV)
- Degree or diploma certificate (with recognition of equivalence and correspondence from the Hellenic NARIC¹ if obtained abroad)

¹ If the degree has been awarded by a foreign institution, in order to be recognized, the following conditions must be met:



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- Transcript of records
- Two (2) recommendation letters (one academic)
- Proof of excellent knowledge of the English language at C2 level (e.g., CPE)
- Photocopy of ID card or passport
- Recent Photograph
- Proof of work experience (if any)
- Scientific publications, distinctions, research activity (if any)

Evaluation Criteria

1. Academic Performance (40%)

- Based on the overall degree grade, type of degree obtained, or the candidate's ranking among peers.

2. Personal Interview (10%)

- Evaluation of the candidate's communication skills, motivation, and overall suitability for the program.

3. Professional Experience (20%)

- Assessment of relevant work experience in marketing or related fields.

4. Research and Academic Background (20%)

- Consideration of research activities, academic publications, and any completed postgraduate studies.

5. Additional Qualifications (10%)

- Includes GMAT scores, additional academic degrees or postgraduate qualifications, proficiency in extra foreign languages, participation in seminars, and other relevant accomplishments.

For further information, contact Administration office "MSc Strategic Marketing":

Email: strategic-marketing@econ.auth.gr

Website: <http://strategic-marketing.econ.auth.gr>

The Director of the Master's Program

Prof. Christina Boutsouki

Department of Economics, Aristotle University of Thessaloniki

i) The awarding institution must be included in the list of foreign institutions maintained and updated by the Hellenic NARIC (DOATAP): "**National Registry of Recognized Higher Education Institutions Abroad**":

<https://www.doatap.gr/anagnorish/ethniko-mitroo-anagnorismenon-idrymaton-anotatisekpaidefsis-tis-allodapis>.

ii) The recognition of degrees is carried out in accordance with the applicable legislation.

Let me know if you need further clarification or assistance!