

CEU UCH

MERCURI



European Master in Customer Relationship Marketing



CEU | *Universidad
Cardenal Herrera*

This master program focuses on customer and business relationships/branding and explains the perfect conditions in which marketing decisions and strategies can take place. With this program you will improve your understanding of the customer and your relationships with companies.

WHAT IS IT ABOUT?

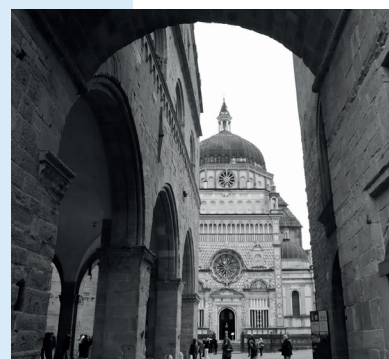
This is a two-year master's program. Upon graduation you will obtain a Master's degree from the University of Economics in Katowice (Poland), the University of Bergamo (Italy), the University of Applied Sciences in Aschaffenburg (Germany) and a Master's degree from the CEU Cardenal Herrera University (Spain).

To ensure the best quality, monitoring and evaluation of the project, the following organizational scheme with organizational bodies is adopted:

1. Financial and project management: UE Katowice,
2. Curriculum design management: CEU Valencia and UAS Aschaffenburg
3. Dissemination/communication management: UE Katowice
4. Quality management: UAS Aschaffenburg

Requirements:

- Bachelor's degree or equivalent (at least 6 semesters and 180 ECTS).
- Proof of proficiency in English at a minimum level B2 of the CEFR (Common European Framework of Reference for Languages).
- Good academic record.



WHAT'S IN IT FOR YOU?

Graduates can pursue opportunities in fields such as banking, finance, accounting, insurance, law, sales, marketing, IT or sectors such as manufacturing, management consulting, public sector, research and consulting worldwide.

Career possibilities include positions such as marketing manager, customer scientist, customer service manager, customer relationship manager, digital marketing manager or branded content manager, for example.

Scholarships are offered within the framework of the Erasmus+ program at partner universities.

At the University of Economics in Katowice, students can apply for Erasmus+ scholarships and national scholarships based on the university's rules, established for all students during the academic year in question.



CONTACT

For any questions or other information please contact: international.programs@uchceu.es



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