



University
of Economics
in Katowice



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO



CEU

Universidad
Cardenal Herrera



TH Aschaffenburg
university of applied sciences

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MERCURI
European
Masters in
Customer
Relationship
Marketing

Joint study programme



mercuri
explore. experience. expand

General information about the program

Integrated European Master Program, jointly developed and implemented by four European universities: University of Bergamo (Italy), Aschaffenburg University of Applied Sciences (Germany), CEU Universidad Cardenal Herrera (Spain) and University of Economics in Katowice (Poland). Study takes place in the four universities partner countries. Currently, the students gets the 4 diplomas and Mercuri Programme Certificate of Graduation.

This two-year Master's program focuses on the critical nature of relations between customers and companies/brands. The program familiarizes students with the complexity of customer behaviors and their determinants; it also explains rules, conditions and bases of making market decisions and strategies. It trains students to undertake and manage different activities, aimed at developing successful and sustainable relationships with companies' main stakeholders. As such, the program allows students to have a broader perspective based on their better understanding of the customer and their relations with companies.



← Campus,
University
of Economics
in Katowice

European Master's in Customer Relationship Marketing

4
universities
in 4 countries



2
years program



3
Master's degrees
and 1 university degree



Unique
European Experience





Graduate profile

Students get an in-depth, international level of teaching and practical training in European economics, management, marketing, consumer law, customer psychology, behavior, and market research but also students are provided with the opportunity to develop soft skills in communication, intercultural management and leadership experience needed. They get a strong knowledge base and hands on research experience needed for succeeding in careers such as customer relationship management, marketing, media, communications, advertising, consumer research, entrepreneurship, or public relations.

Career

Mercuri prepares students with diverse backgrounds for creative and analytical careers that involve a deep understanding of markets in an international and intercultural context. Emphasis is put on modern consumers and their behaviors. As professionals, graduates should be able to help companies in designing and introducing more successful and sustainable marketing strategies, suitable for the present European environment.

- / The graduates can look for opportunities in domains 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 the positions: Marketing manager, Customer Scientist, e.g.: Manager-Client Servicing, Customer Relationship Manager (CRM).
- / The Mercuri graduates be able to:
 - / analyze and explain specific needs and preferences of contemporary consumers; understand their behaviors and decision-making processes (from information seeking to after sales evaluation) and identify factors determining the creation and the development of relations between consumers and companies or brands;
 - / design and implement diverse types of marketing programs and actions to ensure that all stages of the relationship between consumers and the company are developed in an efficient and satisfactory way.

Teaching methods and science staff

During studies, methods such as experiential learning, case study based learning, interactive classes, on-line



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classes and intensive programs are used. There are also classes conducted by highly qualified academics and practitioners, and students need to work on a consultancy project and carry out an internship.

Why study with us?

- / our mission is to provide world-leading, research-informed management science education
- / our program is specialized and diverse, with opportunities to take deep dives into topics at the forefront of consumer relationship marketing research and practice.
- / we provide access to an international, welcoming, collaborative community of students and teachers

Admission criteria

- / Bachelor degree
- / level of English: min. B2
- / good academic records

Tuition fees

For 2023 entry, the Mercuri fee is 1,000 Euro per semester (4,000 euro, two-year program) + administration fees of each university.

More details: www.mastermercuri.eu/tuition-fees



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