

Our partners

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This program is affiliated with:



Master of Science (MSc) in Marketing and Markt Research

**Department of Economics and
Management - University of Pisa**
Via Cosimo Ridolfi, 10 - 56124 Pisa
Italy

Program essentials

- Two years
- 120 ECTS
- In Italian (some courses in English)
- On campus
- Further info for requisites and enrolment procedures at:

[https://mrm-lm.ec.unipi.it/
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Master of Science (MSc) in Marketing and Markt Research

Academic Year
2025-26



Presentation

Are you fascinated by the world of marketing and eager to understand what makes a brand truly memorable? Do you have an analytical mindset and a passion for studying consumer behavior?

The Master' of Science (MSc) in Marketing and Market Research provides a solid education to prepare you for two closely interconnected areas:

- Marketing: you will develop the skills to understand and manage relationships between companies, brands, and consumers, leveraging reliable and up-to-date data
- Market Research: you will learn how to design and conduct surveys, collect and analyze data, interpret them critically, and use the insights to guide strategic decisions

Our program is unique and integrated: you will not find separate curricula, because we believe that marketing and research must go hand in hand. Professionals in marketing need to interpret data rigorously; those working in market research must understand the marketing logic in which the data they collect and analyze will be used.

You will study in a dynamic environment, in constant dialogue with the professional world, where you will test yourself through group projects, business games, and case studies. Our graduates find qualified employment quickly, taking on roles that require analytic, managerial, and creative skills.

You will become a professional able to combine analysis and creativity, method and intuition.

President

Matteo Corciolani



“Educating marketing professionals means cultivating critical insight, analytical rigor, and make them aware of the responsibility to create value for individuals, companies, and society”



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Sample Courses

Marketing Management
Survey Research Methods
Statistics for Market Research
IT Law
Behavioral Economics
History of Corporate Communication
Marketing and Product Quality
Retailing
Marketing Analysis and Research
Demographic Models for Market Research
History of Consumption
Marketing Communications
Services Marketing
Corporate Governance
Data Mining
Statistics for Business Consulting

Master's Thesis and Internships

The Master's Thesis is based on original market data collection and is often carried out in collaboration with the program's partner companies.

Career Opportunities

Graduates in MRM pursue careers in:
Corporate marketing (e.g., Brand Manager)
Agencies (e.g., Account Executive)
Communication (e.g., Copy Editor)
Sales (e.g., District Manager)
Research companies (e.g., Data Scientist)

Living in Pisa

University city with dedicated services (internships, Erasmus programs, coaching, and counseling)
Strong connections with research institutes, cultural and scientific events
High quality of life: affordable living costs, rich historical and cultural heritage, integrated campus