

## Degree Program in Brief

### Duration of Study/Credits

4 semesters/120 credits, full-time program

### Degree Type

Master of Science (M.Sc.)

### Start of Course

Winter semester

### Language

Up to 100% in English

### Admission Requirements

Applicants must hold a Bachelor's degree or equivalent in Management, Economics or other Social Sciences (e.g. Sociology, Psychology, Communication Sciences or equivalent) with a minimum of 15 ECTS in empirical research methods, statistics, quantitative methods or math. In addition, applicants must provide evidence of proficiency in English and successfully complete the assessment procedure.

### Costs per Semester

No tuition fee. Detailed information:  
[www.tum.de/en/studies/fees-and-financial-aid/](http://www.tum.de/en/studies/fees-and-financial-aid/)

### Further Information

[www.wi.tum.de](http://www.wi.tum.de)

\*Program option at Campus Heilbronn subject to approval by the Bavarian State Ministry of Education, Science and the Arts



## Contact

### Technical University of Munich

TUM School of Management  
Arcisstrasse 21, 80333 Munich

### General Questions about Studying at TUM

Student Service Center  
Arcisstrasse 21, 80333 Munich,  
Room 0144 (Service Desk)  
Tel. +49 89 289 22737  
[studium@tum.de](mailto:studium@tum.de)

### Program-specific Questions

Application and Admission:  
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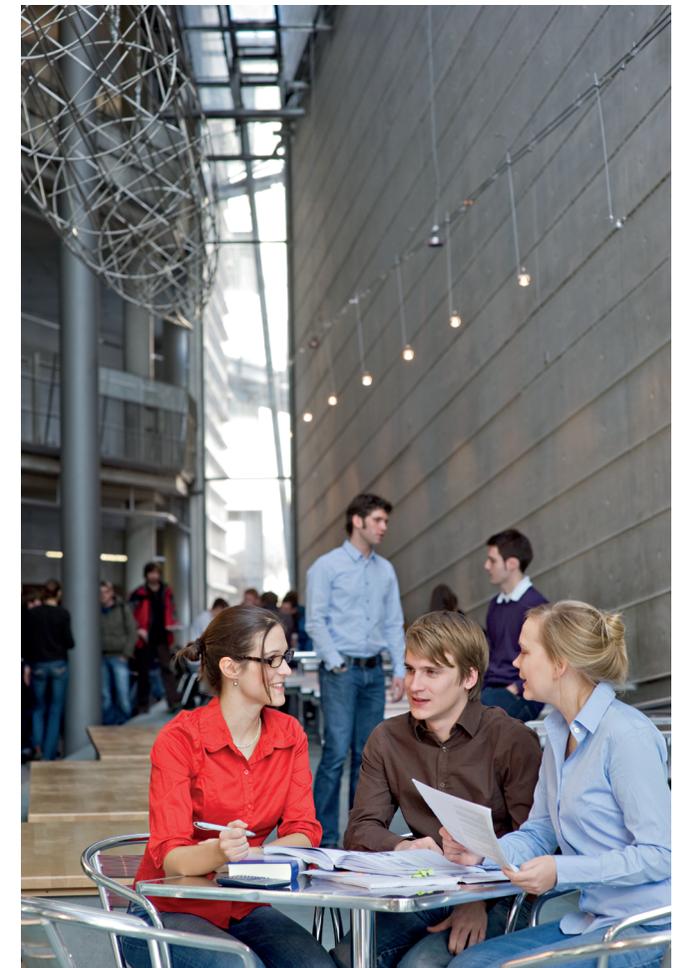
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## Master of Science

TUM School of Management

## Master in Consumer Science



## Objectives

The aim of the Master in Consumer Science is to train experts in consumer research who are able to analyze the characteristics, causes and consequences of modern consumer behavior. To understand the complexity of consumption in a global and increasingly digitized world, students will examine consumer behavior on various levels – individual, societal, and corporate – drawing on different academic disciplines. They will also gain a profound knowledge of consumers' interactions with modern technology.

## Requirements

You should have the following interests and personal qualities:

- Strong interest in business and management topics
- Basic research experience
- Interdisciplinary and international mindset
- Eager to become an expert in consumer research
- Enjoy working in interdisciplinary teams and projects

## Degree Program Structure

1st semester	Consumer Behavior   Qualitative and Quantitative Methods in Consumer Research   Consumer Behavior Research Methods   Elective in Economics   Elective in Consumer Science and Technology
2nd semester	Consumer Analytics and Big Data   Specialization in Management   Further Elective in Consumer Science and Technology
3rd semester	Project Studies in Consumer Science and Technology   Advanced International Experience   Further Electives in Consumer Science and Technology
4th semester	Master's Thesis

## Distinctive Features of the Program

- The program is available up to 100% in English, so it is particularly suitable for international students.
- The program is interdisciplinary and students need a sound foundation in theories and methodologies. This is provided by courses mainly during the first two semesters. The goal is to give students a sufficient background for more specialized studies in the following semesters.
- A compulsory project studies module gives students hands-on experience in a practical, interdisciplinary environment.
- Students can shape their course of study in line with their own interests by selecting specific specializations and electives.
- All students spend at least a short period abroad as part of their degree. We also encourage students to spend a whole semester at one of our esteemed partner institutions abroad.

## Career Profile

Graduates of the Master in Consumer Science program are experts in consumer research, well qualified to work in the marketing or innovation departments of companies and market research institutes.

TUM School of Management has excellent relations with many leading companies. Students are able to build links with these partner firms right from the start of the program.