



QS世界名校、大學排名

QS World University Rankings

(Quacquarelli Symonds)



免費預約諮詢：(02)2389・3565

QS Business Masters Rankings: Marketing

市場行銷碩士排名 2025

Rank	School name	Country / Territory	Academic	Overall Score
=1	University of Cambridge	United Kingdom	88.8	90.1
=1	University of Pennsylvania	United States of America	100	90.1
3	Massachusetts Institute of Technology (MIT)	United States of America	92.5	89.1
4	Stanford University	United States of America	95.1	89
5	Northwestern University	United States of America	96.9	88.8
6	National University of Singapore (NUS)	Singapore	87.7	88.1
7	Università Commerciale Luigi Bocconi (Bocconi University)	Italy	91.8	88
8	London Business School	United Kingdom	99.3	87.4
9	HEC Paris	France	95	86.9
10	INSEAD (France)	France	95.8	86.2
11	Columbia University	United States of America	89.5	86.1
12	Erasmus University Rotterdam	Netherlands	92.2	85.7
13	Nanyang Technological University, Singapore (NTU)	Singapore	83.9	84.8
14	University of California, Berkeley (UCB)	United States of America	86.8	84.7
15	New York University (NYU)	United States of America	88.8	84.2
16	Yale University	United States of America	88.1	83.1
17	The University of Hong Kong	Hong Kong SAR, China	82.4	82.2
=18	The London School of Economics and Political Science (LSE)	United Kingdom	84.3	81.7
=18	University of St.Gallen (HSG)	Switzerland	80	81.7
=20	Duke University	United States of America	85.8	81.3
=20	The University of New South Wales (UNSW Sydney)	Australia	78.6	81.3
22	The Hong Kong Polytechnic University	Hong Kong SAR, China	83	81.2
=23	Copenhagen Business School	Denmark	89.2	81
=23	Universitat Ramon Llull	Spain	83.1	81
25	Tecnológico de Monterrey	Mexico	80.6	80.7
26	Tsinghua University	China (Mainland)	76.7	80.4
27	The University of Manchester	United Kingdom	74.2	80.3
28	Korea University	Republic of Korea	83.3	80.1
29	The Hong Kong University of Science and Technology	Hong Kong SAR, China	87.5	79.8
30	University of British Columbia	Canada	82.5	79.6
=31	The University of Melbourne	Australia	77.5	79.4

=31	The University of Warwick	United Kingdom	79.9	79.4
33	University of California, Los Angeles (UCLA)	United States of America	80.6	78.5
34	Seoul National University	Republic of Korea	78.7	78.4
35	University of Leeds	United Kingdom	74.6	78.3
=36	Monash University	Australia	74.7	78.2
=36	University of Toronto	Canada	77.1	78.2
38	Fudan University	China (Mainland)	75.7	77.9
39	The University of Sydney	Australia	70.8	77.8
40	Shanghai Jiao Tong University	China (Mainland)	76	77.7
41	The Chinese University of Hong Kong (CUHK)	Hong Kong SAR, China	78.3	77.6
42	ESSEC Business School, Paris	France	78.6	77.3
43	ESCP Europe	France	74.1	77.1
44	Aalto University	Finland	76.9	76.3
45	Imperial College London	United Kingdom	72.7	76.2
46	The University of Auckland	New Zealand	71.1	76.1
47	IE University	Spain	76	76
48	Lancaster University	United Kingdom	74.4	75.9
49	Swansea University	United Kingdom	74.6	75.8
=50	Pennsylvania State University	United States of America	75.9	75.7
=50	University of Navarra	Spain	77.9	75.7
51-100	Alma Mater Studiorum - University of Bologna	Italy	61.8	-
51-100	Aston University	United Kingdom	60.7	-
51-100	BI Norwegian Business School	Norway	76.9	-
51-100	Cardiff University	United Kingdom	70.4	-
51-100	Carnegie Mellon University	United States of America	73.5	-
51-100	City University of Hong Kong	Hong Kong SAR, China	73.6	-
51-100	City, University of London	United Kingdom	70	-
51-100	Durham University	United Kingdom	65.1	-
51-100	EDHEC Business School	France	66	-
51-100	EMLYON Business School	France	73.6	-
51-100	Hanyang University	Republic of Korea	69.9	-
51-100	HSE University	Russian Federation	61	-
51-100	Indiana University Bloomington	United States of America	73.8	-
51-100	KEDGE Business School	France	72.7	-
51-100	King's College London	United Kingdom	67.1	-
51-100	Loughborough University	United Kingdom	65.2	-
51-100	Luiss Guido Carli University	Italy	65.4	-
51-100	McGill University	Canada	70.7	-
51-100	National Taiwan University (NTU)	Taiwan	67.3	-
51-100	NEOMA Business School	France	69.2	-
51-100	Oxford Brookes University	United Kingdom	70.2	-

51-100	Politecnico di Milano	Italy	64.1	-
51-100	RMIT University	Australia	68.6	-
51-100	Singapore Management University	Singapore	75.2	-
51-100	Stockholm School of Economics	Sweden	70.2	-
51-100	Taylor's University	Malaysia	73.1	-
51-100	The Australian National University	Australia	66.9	-
51-100	The Ohio State University	United States of America	70	-
51-100	The University of Queensland	Australia	71.1	-
51-100	Tilburg University	Netherlands	80.3	-
51-100	Trinity College Dublin, The University of Dublin	Ireland	65.1	-
51-100	Universidad Adolfo Ibáñez	Chile	69.7	-
51-100	Universidad de Chile	Chile	63.9	-
51-100	Universidad de los Andes	Colombia	70.5	-
51-100	Université de Montréal	Canada	66.5	-
51-100	Universiti Malaya (UM)	Malaysia	69.3	-
51-100	Universiti Putra Malaysia (UPM)	Malaysia	68.6	-
51-100	University of Amsterdam	Netherlands	72.1	-
51-100	University of Bath	United Kingdom	77	-
51-100	University of Birmingham	United Kingdom	65	-
51-100	University of Florida	United States of America	77.4	-
51-100	University of Glasgow	United Kingdom	68.7	-
51-100	University of Groningen	Netherlands	77.8	-
51-100	University of Liverpool	United Kingdom	59.3	-
51-100	University of Nottingham	United Kingdom	67.4	-
51-100	University of Strathclyde	United Kingdom	72.3	-
51-100	University of Surrey	United Kingdom	70.8	-
51-100	University of Technology Sydney	Australia	62.2	-
51-100	Waseda University	Japan	68	-
51-100	WU (Vienna University of Economics and Business)	Austria	78.6	-