

QS Business Masters Rankings: Marketing  
 市場行銷碩士排名 2020

| Rank | School name  | City   | Location       |
|------|--|--|----------------|
| 1    | <b>HEC Paris</b><br>MSc in Marketing   | Jouy-en-Josas  | France         |
| 2    | <b>Imperial College</b><br>MSc Strategic Marketing                                 | London   | United Kingdom |
| 3    | <b>Columbia</b><br>MS in Marketing Science   | New York (NY)  | United States  |
| 4    | <b>Manchester (Alliance)</b><br>MSc Marketing                                      | Manchester   | United Kingdom |
| 5    | <b>EM Lyon</b><br>Masters in Transformation Digitale, Marketing & Strategie        | Paris<br>Casablanca<br>Shanghai                                | France         |
| 6    | <b>ESCP Europe Business School</b><br>MSc in Marketing & Creativity                | London and Paris   | Multi Campus   |
| 7    | <b>ESADE</b><br>MSc in Marketing Management  | Barcelona  | Spain          |
| 8    | <b>Warwick Business School</b><br>MSc Marketing and Strategy                       | Coventry   | United Kingdom |
| 9    | <b>EDHEC</b><br>Master in Marketing Management                                     | Lille  | France         |
| 10   | <b>WU Vienna</b><br>Masters in Marketing   | Vienna   | Austria        |
| 11   | <b>University of Edinburgh Business School</b><br>MSc Marketing                    | Edinburgh  | United Kingdom |
| 12   | <b>Vlerick Business School</b><br>Masters in Marketing & Digital Transformation    | Ghent  | Belgium        |
| 13   | <b>SKEMA Business School</b><br>MSc International Marketing & Business Development | Paris<br>Suzhou<br>Sophia Antipolis<br>Lille<br>Belo Horizonte | France         |
| 14   | <b>USC (Marshall)</b><br>MSc in Marketing  | Los Angeles (CA)   | United States  |
| 15   | <b>Texas (McCombs)</b><br>MSc in Marketing   | Austin (TX)  | United States  |
| 16   | <b>Cranfield</b><br>MSc in Strategic Marketing                                     | Cranfield  | United Kingdom |
| 17   | <b>Trinity Business School</b><br>MSc Marketing                                    | Dublin   | Ireland        |
| 18   | <b>UCD (Smurfit)</b><br>MSc in Marketing   | Dublin   | Ireland        |
| 19   | <b>Erasmus (RSM)</b><br>MSc Marketing Management                                   | Rotterdam  | Netherlands    |
| 20   | <b>Bath</b><br>Master in Marketing   | Bath   | United Kingdom |
| 21   | <b>IESEG</b><br>Master of Science in Digital Marketing & CRM                       | Lille  | France         |
| 22   | <b>Lancaster</b><br>MSc Advanced Marketing Management                              | Lancaster  | United Kingdom |

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| 23 | <b>KEDGE Business School</b><br>MSc Marketing & Brand Management  | Marseille<br>Bordeaux | France         |
| 24 | <b>Michigan State (Broad)</b><br>MS Marketing Research  | East Lansing (MI)     | United States  |
| 25 | <b>Birmingham Business School</b><br>MSc Marketing  | Birmingham            | United Kingdom |
| 26 | <b>Florida International</b><br>MSc in Marketing  | Miami (FL)            | United States  |
| 27 | <b>BI Norwegian Business School</b><br>Master of Science in Strategic Marketing Management                  | Oslo                  | Norway         |
| 27 | <b>Texas A&amp;M (Mays)</b><br>MS Marketing   | College Station (TX)  | United States  |
| 29 | <b>Durham</b><br>MSc Marketing  | Durham                | United Kingdom |
| 30 | <b>Purdue (Krannert)</b><br>MS Marketing  | West Lafayette (IN)   | United States  |
| 31 | <b>Lund University</b><br>MSc International Marketing & Brand Management                                    | Lund                  | Sweden         |
| 32 | <b>John Hopkins (Carey)</b><br>MS in Marketing  | Baltimore (MD)        | United States  |
| 32 | <b>Grenoble Ecole de Management</b><br>MSc in Marketing Management  | Grenoble              | France         |
| 33 | <b>Glasgow (Adam Smith)</b><br>Master in International Strategic Marketing                                  | Glasgow               | United Kingdom |
| 33 | <b>Sheffield</b><br>MSc Marketing Management Practice   | Sheffield             | United Kingdom |
| 35 | <b>Newcastle University Business School</b><br>MSc Advanced International Business Management and Marketing | Newcastle upon Tyne   | United Kingdom |
| 36 | <b>Strathclyde Business School</b><br>MSc in Marketing  | Glasgow               | United Kingdom |
| 37 | <b>Alabama</b><br>MS Marketing  | Tuscaloosa (AL)       | United States  |
| 37 | <b>Aston</b><br>MSc Strategic Marketing Management  | Birmingham            | United Kingdom |
| 39 | <b>University of Illinois at Chicago (UIC)</b><br>MSc in Marketing  | Chicago (IL)          | United States  |
| 40 | <b>American (Kogod)</b><br>MSc in Marketing   | Washington (DC)       | United States  |
| 41 | <b>DCU Business School</b><br>MSc in Digital Marketing  | Dublin                | Ireland        |
| 42 | <b>Montpellier</b><br>MSc in Marketing  | Montpellier           | France         |
| 42 | <b>Vanderbilt (Owen)</b><br>Master in Marketing   | Nashville (TN)        | United States  |
| 44 | <b>Loyola University-Chicago</b><br>MSc in Integrated Marketing Communications                              | Chicago (IL)          | United States  |
| 45 | <b>Politecnico di Milano</b><br>Master in Marketing Management  | Milan                 | Italy          |
| 46 | <b>Pittsburgh (Katz)</b><br>Masters in Marketing Science  | Pittsburgh (PA)       | United States  |
| 47 | <b>CENTRUM Catolica Business School</b><br>Master in Strategic Marketing Management                         | Lima                  | Peru           |
| 47 | <b>IQS</b><br>Master in International Marketing/Sales Management (Dual Award)                               | Barcelona             | Spain          |
| 49 | <b>Cincinnati (Lindner)</b><br>MS in Marketing  | Cincinnati            | United States  |
| 50 | <b>Texas at Dallas (Naveen Jindal)</b><br>MSc in Marketing  | Richardson (TX)       | United States  |
| 51 | <b>Alba Graduate Business School</b><br>MSc in Marketing  | Athens                | Greece         |

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|----|--|---------------------------------|----------------|
| 51 | <b>Athens University of Economics and Business</b><br>MSc in Marketing & Communication                                     | Athens                          | Greece         |
| 51 | <b>Bentley University</b><br>MSc in Marketing Analytics  | Waltham (MA)                    | United States  |
| 51 | <b>Brunel Business School</b><br>MSc Marketing   | London                          | United Kingdom |
| 51 | <b>Catolica Lisbon School of Business and Economics</b><br>Master in Management with Specialization in Strategic Marketing | Lisbon                          | Portugal       |
| 51 | <b>Concordia University</b><br>MSc in Marketing  | Montreal (QC)                   | Canada         |
| 51 | <b>EAFIT</b><br>MSc Marketing  | Medellin                        | Colombia       |
| 51 | <b>ESAN</b><br>Master in Marketing   | Lima<br>Madrid                  | Peru           |
| 51 | <b>ESIC</b><br>Master in Marketing Management  | Madrid<br>Barcelona             | Spain          |
| 51 | <b>Fordham University</b><br>MSc in Marketing Intelligence   | New York (NY)                   | United States  |
| 51 | <b>Georgia State (Robinson)</b><br>MSc in Marketing  | Atlanta (GA)                    | United States  |
| 51 | <b>HEC Montreal</b><br>MSc Marketing   | Montreal (QC)                   | Canada         |
| 51 | <b>Higher School of Economics</b><br>Master in Marketing Communication & Advertising                                       | Moscow                          | Russia         |
| 51 | <b>Kent Business School</b><br>MSc in Marketing  | Canterbury                      | United Kingdom |
| 51 | <b>Loughborough</b><br>MSc Marketing   | Loughborough                    | United Kingdom |
| 51 | <b>Manchester Metropolitan University</b><br>MSc Digital Marketing Communications  | Manchester                      | United Kingdom |
| 51 | <b>Pacifico Business School</b><br>Masters in Marketing and Business   | Lima                            | Peru           |
| 51 | <b>Suffolk (Sawyer)</b><br>MSc in Marketing  | Boston (MA)                     | United States  |
| 51 | <b>Texas at Arlington</b><br>MS Marketing Research   | Arlington (TX)                  | United States  |
| 51 | <b>Tilburg</b><br>MSc Marketing Management   | Tilburg                         | Netherlands    |
| 51 | <b>Toulouse (TBS)</b><br>MSc in Marketing, Management & Communication  | Toulouse<br>Paris<br>Casablanca | France         |
| 51 | <b>University of Porto</b><br>Master in Marketing  | Porto                           | Portugal       |
| 51 | <b>University of South Florida</b><br>MSc in Marketing   | Tampa (FL)                      | United States  |
| 51 | <b>Vilnius University</b><br>MSc in Marketing and Integrated Communication   | Vilnius                         | Lithuania      |
| 51 | <b>Worcester Polytechnic Institute</b><br>MS Marketing and Innovation  | Worcester                       | United States  |
| 51 | <b>Zarb School of Business</b><br>MS in Marketing  | Hempstead (NY)                  | United States  |