

Target Group

If you are interested in consumers in their economic, social and ecological environments, EURECA is the study programme for you. To apply, you should have at least a bachelor's degree in socio-economics (e.g. business administration, economics and sociology) or in science/engineering with a Consumer Affairs orientation. There are different application procedures at each EURECA-University.

Contact



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Short Information about the Master's Programme

The European Master's Programme in Consumer Affairs (EURECA) is offered by Aarhus University, the Technische Universität München, Wageningen University and the Warsaw University of Life Sciences. EURECA is a two-year, world-class integrated programme focused on consumers in their economic, social and ecological environments. Within EURECA you can choose two out of seven specialisations. You are also encouraged to spend a semester at a partner university as an exchange student with a generous grant and the possibility to graduate with a double degree. With EURECA you choose a European programme with a strong research focus and great career opportunities!



EURECA
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Further information available on
www.eureca-online.eu



EURECA
European Master's Programme in
Consumer Affairs



Career Opportunities

After graduation, you will be an academically trained consumer expert primarily in the field of your specialisations. You will be able to seek employment with a wide variety of employers, including companies and their federations, government agencies, consumer associations, research institutes and consultancies.

With EURECA you have best chances in companies and institutions with a European and international orientation, especially after participating in an exchange programme or graduating with a double degree.



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Technische Universität München · Germany
Wageningen University · The Netherlands
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www.eureca-online.eu

Programme Design

Final degree:
Master of Science, with the possibility of a double degree

Duration:
4 semesters

Exchange possibility:
1 semester at a partner university,
supported by student grants
500 €/month
(max. 20 student grants per EURECA-University and year)

Language of instruction:
English

Aarhus School of Business (ASB), Aarhus University, is one of the largest business schools in Europe. ASB is known for its excellent study environment. Its researchers, teachers and students come from throughout the world which creates an international environment for research and learning. The school has also been awarded the EQUIS accreditation indicating ASB is among the best business schools in the world. ASB is located in Aarhus which has a population of 300,000 and a student population of over 35,000. In Aarhus you can enjoy city life whilst being close to forests and beaches.

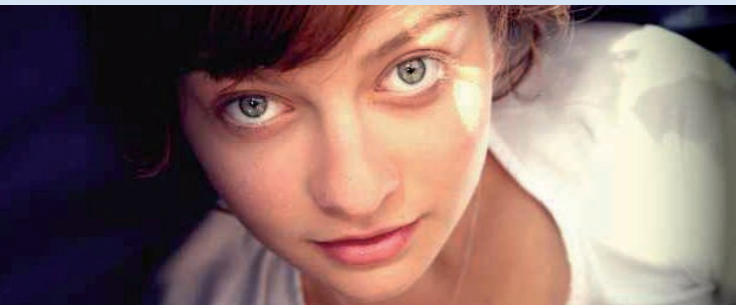
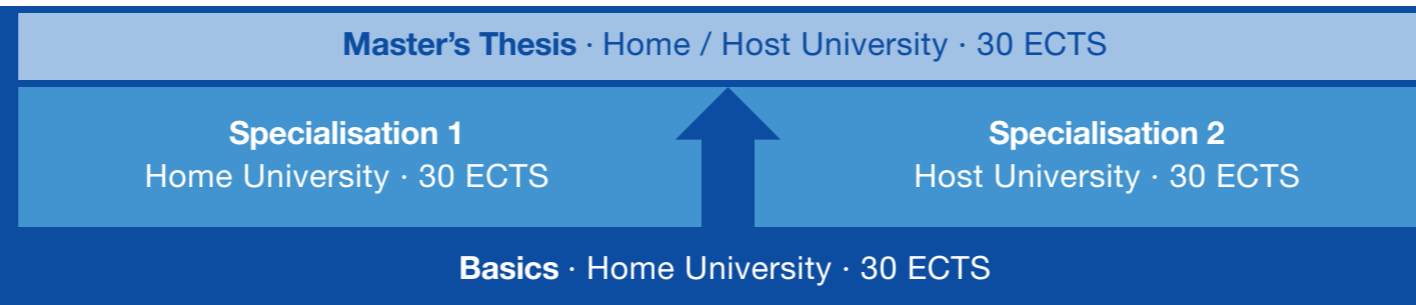
EURECA makes the difference

With EURECA you are part of a truly European Master's Programme with the four universities in the North, East, Central and West of Europe. You will gain factual knowledge about basics of Consumer Affairs and its connection with business and government, especially with regard to European consumer issues. Skills in applied consumer research and communication are significant parts of the programme.

Since the focus is on EU consumer issues and the language of instruction is English a EURECA Master of Science degree prepares you for the modern European job market. Additionally, the EURECA Master's Programme offers you the great chance to share experiences with students and lecturers at other EURECA-Universities. The opportunity to interact with other cultures and exposure to different ways of thinking allows you to develop and improve yourself.

Wageningen University (WU) is an internationally recognized institution. Its focus encompasses the entire food supply chain, including agribusiness, non-food agricultural production, environmental issues and issues related to land use. WU has topped the list of Dutch universities for four consecutive years. The Wageningen Campus is located in a small city in the middle of the Netherlands, surrounded by farmland, forests and the summer meadows of the river Rhine. Its 35,000 inhabitants enjoy a thriving cultural and social life.

Programme Structure (4 Semesters)



The TUM Business School is part of the Technische Universität München (TUM), which sees itself as an entrepreneurial university. TUM is among the top ranked German universities offering excellent opportunities for study and producing high-level research. EURECA-courses will be offered at the Munich and Freising-Weihenstephan campuses, which are well connected by public-transport. Munich and the surrounding area provide a variety of cultural and recreational activities ranging from museums, theatres, cinemas, music and sports to the Bavarian countryside with its mountains, lakes and forests.

EURECA starts every year in September/October and runs over four semesters (120 ECTS). The university in which you first enrol is your Home University. Beside the basics of Consumer Affairs (30 ECTS), you are required to choose two of the following seven specialisations:

- Consumer Affairs Management (Aarhus)
- Consumer Studies (Wageningen)
- Consumer, Technology and Innovation (Munich)
- Food Policy and Management (Warsaw)
- Marketing (Aarhus)
- Marketing Management (Wageningen)
- Sustainable Consumption (Munich)

You are encouraged to take part in the exchange programme for one semester and to study at one of the three other universities (Host Universities). It is also possible to get a generous grant amounting to 500 €/month for the time spent at a Host University! Each EURECA-University can award 20 student grants per year. The Master's Thesis will be written in the 4th semester of the programme. You have the choice to write the thesis at either your Home and/or at a Host University to get a double degree (additional rules may apply for the double degree). It is equally possible to combine the Master's Thesis with an internship.

Warsaw University of Life Sciences (WULS) has an excellent reputation and is one of the largest and oldest universities in Poland. The mission of WULS is to provide society with multidisciplinary and internationally focused knowledge and education in environmentally oriented sustainable development. The new campus is modern, with perfect conditions for learning and research as well as individual development including sports. The campus is located in the southern district of Warsaw and is well connected with the centre of the city. Warsaw and the surrounding region offer a variety of theatres, museums and nightlife as well as parks, woods and forests.