MASTER Marketing - Course Schedule 2017-2018

MARKETING
Prove yourself where it matters

- **Core**
  - Marketing Strategy 6 EC
  - Consumer Marketing 6 EC
  - Customer Intelligence 6 EC
  - Managerial Integration Project 6 EC

- **Electives I, Electives II**
  - Retail Management and E-Commerce 6 EC
  - Digital Marketing 6 EC
  - Choose 1 out of 2 options:
    - Sales and Product Management 6 EC
    - Branding and Advertising 6 EC

- **Electives III**
  - Cross-cultural Consumer Research 6 EC
  - Experimental Research 6 EC
  - Geomarketing 6 EC
  - Choose 1 out of 3 options:
    - Thesis* 18 EC

* Combination with internship at organization is recommended