

Course Structure Diagram 2015 – 2017
M.Sc. (Econ. & Bus. Adm.) in Marketing
2 years, 120 ECTS credits

| FIRST YEAR COURSES | | | | | |
|----------------------------|---|------------------------|---------------------|-----------------------|-----------------------|
| Course ID | Autumn periods: Discovering Marketing Fundamentals | 1. fall Period A | 1. fall Period B | 1. spring Period C | 1. spring Period D |
| 721433S | Consumer Behavior | 6 | | | |
| 721434S | Selling and Sales Management | 6 | | | |
| 721432S | Managing Customer Relationships | | 6 | | |
| 721414S | Purchasing and Supplier Relationships | | 6 | | |
| 721472S | Digital Marketing | | 6 | | |
| | Spring periods: Enriching Marketing Skills | | | | |
| 721462S | Business Networks | | | 6 | |
| 721436S | Brand Management | | | 6 | |
| 721460S | Marketing Theory | | | | 6 |
| 721435S | Market Analysis and Business Intelligence | | | | 6 |
| 000000S | Elective course from MIB | | | | 6 |
| | | 1. fall total | 30 | | |
| | | 1. spring total | | | 30 |
| | FIRST YEAR TOTAL | 60 | | | |
| SECOND YEAR COURSES | | | | | |
| | Autumn periods: Advancing Marketing Knowledge | 2. fall Period A | 2. fall Period B | 2. spring Period C | 2. spring Period D |
| 721471S | Service Marketing and Management | 6 | | | |
| 721064S | Methods in business research | 6 | | | |
| 721675S | Supply Chain Management | | 6 | | |
| 721463S | Sustainable Marketing Management* | | 6 | | |
| 723030S | Master's Thesis I | | 6 | | |
| | Spring periods: Own voice and intensifying knowledge | | | | |
| 721070S | Globally responsible business ** | | | 6 | |
| 723030S | Master's Thesis II | | | 9 | 15 |
| | | 2. fall total | 30 | | |
| | | 2. spring total | | | 30 |
| | SECOND YEAR TOTAL | 60 | | | |
| | DEGREE TOTAL ECTS | 120 | | | |

Alternative courses from Management & International Business:

Leadership and Change
 Cross-cultural Negotiations
 Global Business Designing
 Venture Growth Strategies
 MNE's, JV's and M&A's

*The course can be replaced by internship

** Common course for all majors

All the courses, except for 721530S Master's Thesis and 721070S Globally Responsible Business, may be replaced by courses with the same content and at the master's /advanced level completed during student exchange or in special circumstances with 721336S Special Issue.