MASTER Marketing - Course Schedule 2018-2019

MARKETING
Prove yourself where it matters

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

- **Electives I, Electives II**
  - Retail Management and E-Commerce 6 EC
  - Digital Marketing 6 EC
  - International Product Management 6 EC
  - Branding and Advertising 6 EC

- **Electives III**
  - Survey Research in Cross-Cultural Context 6 EC
  - Experimental Research 6 EC
  - Big Data Analytics Using Geographic Information Systems 6 EC

Choose 1 out of 2 options
Choose 1 out of 3 options

**Thesis**
* Combination with internship at organization is recommended

18 EC

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