# MARKETING
Prove yourself where it matters

## Core
- Marketing Strategy 6 EC
- Consumer 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
- Choose 1 out of 2 options:
  - Cross-cultural Consumer Research 6 EC
  - Experimental Research 6 EC
  - Geomarketing 6 EC

## Electives III
- Choose 1 out of 3 options:
  - Customer Intelligence 6 EC
  - Managerial Integration Project 6 EC
  - Thesis* 18 EC

* Combination with internship at organization is recommended

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