

## Recommended Curriculum for Academic Year 2023/2024

### Marketing MSc

Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
<b>Semester 1</b>					
Economic Policy		2	0	E	3
Marketing Theory and Marketing Management in the Digital Age		2	2	E+P	6
Managerial (Business) Economics		2	2	E+P	6
Marketing Research, Marketing Information System		2	2	E+P	6
B2C and B2B Sales, CRM Systems		2	2	E+P	6
Social and Economic Forecast (Future Research)		0	2	P	3
University Seminar	-	0	2	P	0
<b>Frame of optional subjects</b>					0
<b>Total</b>		<b>10,0</b>	<b>12,0</b>		<b>30</b>
<b>Semester 2 / Semester recommended for study abroad programmes</b>					
Consumption Theory and Customer Behaviour		2	2	E+P	6
Media Law, Advertising law, Data protection, Online Terms and Conditions		2	0	E	3
Logistics - Supply Chain Management		2	2	E+P	6
Offline and Online Services Marketing		0	2	P	3
Product and Brand Management in Practice		0	2	P	3
<b>Frame of optional subjects</b>		0,0	4,0		6
<b>Total</b>		<b>6,0</b>	<b>12,0</b>		<b>27</b>
<b>Semester 3 / Semester recommended for study abroad programmes</b>					
Intercultural Management and Marketing		2	2	E+P	6
Modern Corporate Finance		2	2	E+P	6
Coorporate Decision Support Systems		2	2	E+P	6
Degree Forum		0	1	P	0
<b>Specialization-specific subjects</b>		4,0	6,0		15
<b>Frame of optional subjects</b>					0
<b>Total</b>		<b>10,0</b>	<b>13,0</b>		<b>33</b>

