

Recommended Curriculum for Academic Year 2025/2026					
Marketing MSc					
Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
Semester 1					
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
Frame of optional subjects					0
Total		10,0	12,0		30
Semester 2 / Semester recommended for study abroad programmes					
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
Frame of optional subjects		0,0	4,0		6
Total		6,0	12,0		27
Semester 3 / Semester recommended for study abroad programmes					
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
Specialization-specific subjects		4,0	6,0		15
Frame of optional subjects					0
Total		10,0	13,0		33
Integrated marketing communications specialization					
Strategic Social Media Marketing		2	2	E+P	6
Search Engine Marketing		0	2	P	3

