

Recommended Curriculum for Academic Year 2020/2021				
Marketing MSc 2020				
Semester	Course-unit	Lecture	Practical class/seminar	Creditpoints
1.	Economic Policy	2	0	3
1.	Marketing Theory and Marketing Management in the Digital Age	2	2	6
1.	Managerial (Business) Economics	2	2	6
1.	Marketing Research, Marketing Information System	2	2	6
1.	B2C and B2B Sales, CRM Systems	2	2	6
1.	Social and Economic Forecast	0	2	3
1.	University Seminar	0	2	0
Totals for Semester 1				30
2.	Consumption Theory and Customer Behaviour	2	2	6
2.	Media Law, Advertising law, Data protection, Online Terms and Conditions	2	0	3
2.	Strategic Management	2	0	3
2.	Logistics - Supply Chain Management	2	2	6
2.	Offline and Online Services Marketing	0	2	3
2.	Product and Brand Management in Practice	0	2	3
2.	Frame of optional subjects			6
Totals for Semester 2				30
3.	Intercultural Management and Marketing	2	2	6
3.	Modern Corporate Finance	2	2	6
3.	Decision-making Systems and Methods	2	0	3
3.	Degree Forum	0	1	0
3.	Specialization-specific subjects			15
Totals for Semester 3				30

	<b>Integrated marketing communications specialization</b>			
	Strategic Social Media Marketing	2	2	6
	Search Engine Marketing	0	2	3
	Advertising Research and Campaign Planning	2	2	6
	Total			15
4.	Diploma Work			15
4.	Specialization-specific subjects			15
Totals for Semester 4				30
	<b>Integrated marketing communications specialization</b>			
	Advanced Public Relations and Public Affairs	2	2	6
	Marketing Technologies, Marketing Softwares	0	2	3
	Corporate Social Responsibility (CSR) Communication	0	2	3
	Marketing and Communications Controlling	2	0	3
	Total			15
Total				120