

Years of Study: 2024/2025 - 2025/2026

Length of Programme: 2 years

Mode of Study: Full Time

Degree: Master's degree / MBA

Block Code	Course	Credits	Credits by Years		Planned Educational Programme Development Results (competencies according to the educational standard)
			1	2	
	(II) (II)	120	60	60	
	( ) (II)	120	60	60	
	"Major" (II) (II)	51	39	12	
	(II) (II) (II)	9	3	6	
	(II) (II)	3	3	0	
1	Performance Marketing	3	3		
2	People Management in Digital Products	3	3		
	(II) (II)	3	0	3	
1	Automation of Customer Loyalty Management	3		3	
2	Data Governance in Digital Ecosystems	3		3	
	(II) (II)	3	0	3	
1	Artificial Intelligence in Marketing and Communications	3		3	
2	Psychographics in Marketing and Product Design	3		3	
	(II) (II)	42	36	6	
1	Big Data in Communication Strategies	6		6	
2	Higher Mathematics	6	6		
3	Tools and Services of Digital Marketing	3	3		
4	Marketing Analytics	3	3		
5	Machine Learning in Business	6	6		
6	Basics of Data-Driven Communications	3	3		
7	Programming for Data Science	3	3		
8	Product Analytics and Product Management	6	6		
9	Ad Formats, Content Promotion Opportunities and Data Analytics in E-commerce	3	3		
10	Data and Digital Ethics	3	3		
	" (II) (II)	3	0	3	
1	Graduation Thesis	3		3	
	" (II) (II)	30	15	15	
1	Research and Design Seminar "Data Mining in Communication Projects"	9	9		
2	Research and Design Seminar "CRISP-DM Methodology Project Management"	9		9	
3	Management in Ad Tech	3	3		
4	Project Seminar "AdTech Startup Launch Simulator"	3		3	
5	Mentor's Seminar	6	3	3	
	" (II) (II)	9	3	6	
1	All-university Pool MAGOLEGO Courses	9	3	6	
	" (II) (II)	27	3	24	
	(II) (II)	0	0	0	
	(II) (II)	18	3	15	
1	( )	3		3	
2	Graduation Thesis	12		12	
3	Term Paper Term Paper	3	3		
	(II) (II)	9	0	9	
1	Project-Based Process-Oriented Internship	9		9	