

Block Code	Course	Credits	Credits by Years		Planned Educational Programme Development Results (competencies according to the educational standard)
			1	2	
	(I) (II)	120	60	60	
	<b>Bridging Courses</b>	0	0		
1	Introduction to Internet Marketing	3	3		-1, -3, -7, -1, -3, -4, -5, -1, -2, -3, -8
1	<b>Block 1. Courses (Modules)</b>	58	32	26	
.1	<b>Components of the Field of Study</b>	17	17		
	<b>Basic Components</b>	17	17		
1	The Methodology of Scientific Research in Management: Academic Research Methods in Marketing	6	6		-3, -3, -7, -1, -4, -5, -1, -2, -3, -8, -1
2	Strategies in Management: Marketing Strategies	6	6		-7, -3, -4, -5, -10, -11, -12, -8, -1, -1, -3
3	Economics and Applied Analysis of Industrial Market	5	5		-1, -3, -7, -1, -3, -4, -5, -2, -4, -7, -16, -8
.2	<b>Components of Educational Program/Track</b>	41	15	26	
	<b>Basic Components</b>	25	7	18	
1	Consumer Behaviour and Psychology	7	7		-1, -3, -6, -7, -3, -4, -5, -2, -5, -11, -17, -8
2	Marketing Engineering	6	6		-1, -3, -6, -7, -3, -4, -5, -1, -3, -4, -15, -18, -8
3	Customer Relationship	5	5		-1, -3, -6, -7, -3, -4, -5, -10, -15, -8
4	Internet Marketing and Analytics	7	7		-16, -8, -1, -3, -6, -7, -3, -4, -5, -3, -4, -8, -13, -14
	<b>Elective Components (Elective Courses)</b>	16	8	8	
1	Branding and Brand-Communications	5	5		-1, -3, -6, -7, -3, -4, -5, -9, -11, -12, -8
	<b>Elective Course</b>	3	3		
1	Channel Management and Retailing (offered in English)	3	3		-4, -5, -8, -1, -3, -6
2	International B2B (Business to Business) Marketing (offered in English)	3	3		-7, -3, -3, -4, -5, -8, -1, -3
3	Strategic Self-Marketing and Personal Branding (offered in English)	3	3		-6, -4, -7, -5, -8, -1, -3, -6
	(1 3) (II)	5	5		
1	Data-mining and Data in Marketing	5	5		-1, -3, -6, -7, -3, -4, -5, -2, -3, -4, -8
2	Marketing Analytics (offered in English)	5	5		-1, -3, -6, -7, -3, -4, -5, -1, -4, -10, -13, -8
3	Customer analyst (offered in English)	5	5		-1, -3, -6, -7, -3, -4, -5, -1, -3, -4, -13, -18, -8
4	)	3	3		-1, -3, -6, -7, -8
2	<b>Block 2. Practice(s), Project and/or Research work</b>	59	28	31	
	<b>Research Work</b>	35	13	22	
1	Scientific and Research Seminar "Marketing Research Project"	4	4		-2, -4, -5, -6, -2, -4, -5, -6, -7, -1, -7
2	Term Paper	6	6		-2, -4, -5, -2, -6, -4, -5, -6, -7, -1, -2, -3, -11, -15, -16, -17, -7
3	Graduation Thesis	18	18		-12, -2, -4, -5, -6, -2, -4, -5, -6, -7, -1, -2, -3, -4, -5, -11, -13, -14, -15, -16, -17, -18, -7
4	Research Seminar "Marketing: Analytics, Data, Insights"	7	7		-2, -4, -5, -6, -2, -4, -5, -6, -7, -1, -7
	<b>Project Activity</b>	12	12		
1	( )	6	6		-2, -4, -5, -6, -2, -4, -5, -6, -7, -7, -6, -7, -8
2	Project Seminar	6	6		-2, -4, -5, -6, -2, -4, -5, -6, -7, -7
	<b>Internship</b>	12	3	9	
1	Science Study Internship	3	3		-2, -4, -5, -6, -2, -4, -5, -6, -7, -16, -17, -7
2	Science and Research Internship	9	9		
3	<b>Block 3. Final State Certification</b>	3	3		
1	Graduation Thesis	3	3		-6, -7, -6, -8, -2, -3, -5, -11, -8