

Years of Study: 2021/2022 - 2022/2023

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	
	(I) (I)	120	60	60	
	<b>Applied Track</b>	<b>120</b>	<b>60</b>	<b>60</b>	
	<b>Key Seminars</b>	<b>22</b>	<b>13</b>	<b>9</b>	
1	Mentor's Seminar	6	3	3	-5, -3, -2, -14, -15, -3, -2, -3, -1, -2
2	Research Seminar "Modern marketing: trends, technologies, research"	8	5	3	-5, -1, -2, -3, -1
3	Project Seminar "Marketing Project"	8	5	3	-12, -13, -16, -17, -5, -1, -3, -4, -5
	<b>Internship</b>	<b>31</b>	<b>7</b>	<b>24</b>	
1	Graduation Thesis	15		15	-1, -2, -5, -2, -3, -1, -2, -3
2	( )	6	3	3	-3, -4, -1, -2, -3
3	Term Paper	4	4		-1, -2, -5, -1, -3, -4, -5, -2
4	Work Experience Internship	6		6	-14, -2, -5, -2, -5, -5, -6
	<b>Major</b>	<b>53</b>	<b>34</b>	<b>19</b>	
1	Marketing Research	6	6		-17, -2, -1, -1, -4
2	Marketing Performance Management	5	5		-14, -15, -2, -6, -1, -1, -4
3	Consumer Behaviour	5	5		-1, -4, -6, -3, -1
4	Marketing Analytics	5	5		-16, -17, -2, -3, -5, -1, -5, -1, -5
5	Brand Management in Digital Economy	5	5		-12, -2, -15, -16, -1, -2, -5, -1, -5
6	Omnichannel Commerce and Trade Marketing	5	5		-10, -13, -2, -4, -1, -2, -5, -1, -4
7	New Product Development	5	5		-16, -2, -5, -4, -5, -1, -4, -1, -6
8	Relationship Marketing and Customer Analytics	4	4		-17, -2, -3, -4, -1, -4, -1, -4, -6
9	B2B Marketing	4	4		-10, -11, -2, -1, -3, -4, -1, -6
10	Marketing management and company strategy. Advanced	5		5	-2, -12, -16, -1, -4, -5, -1, -4
11	Digital Marketing	5		5	-17, -3, -1, -2, -3, -4, -1, -4
12	Pricing Management	5		5	-12, -17, -2, -4, -1, -4, -1, -4
13	Marketing Organization and Managing Marketing Teams	5		5	-10, -11, -12, -13, -16, -4, -5, -1, -4, -1, -3, -4
14	Assortment Planning and Category Management	4		4	-15, -2, -3, -5, -4, -1, -3, -4
15	International Marketing Strategies (Studied in English)	4		4	-11, -12, -16, -2, -2
16	Data-driven Marketing (Studied in English)	4		4	-16, -3, -8, -2, -5, -1
17	Omnichannel customer experience management (offered in English)	4		4	-13, -2, -5, -3, -4
	<b>MagLevo</b>	<b>11</b>	<b>6</b>	<b>5</b>	
1	( )	11	6	5	-3, -4, -15, -16, -17, -3, -4, -5, -2, -3, -4
	<b>Final State Certification (FSC)</b>	<b>3</b>		<b>3</b>	
1	Graduation Thesis	3		3	-15, -16, -2, -3, -4, -5, -3, -4, -5, -1, -2, -3, -4, -5, -6, -1, -2