

Recommended Curriculum for Academic Year 2022/2023				
Marketing MSc				
Semester	Course-unit	Lecture	Practical class/seminar	Credit points
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 (Future Research)	0	2	3
1.	University Seminar	0	2	0
1.	Frame of optional subjects			0
Totals for Semester 1				30
Semester 2 / Semester recommended for study abroad programmes				
2.	Consumption Theory and Customer Behaviour	2	2	6
2.	Media Law, Advertising law, Data protection, Online Terms and Conditions	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	0	4	6
Totals for Semester 2				27
Semester 3 / Semester recommended for study abroad programmes				
3.	Intercultural Management and Marketing	2	2	6
3.	Modern Corporate Finance	2	2	6
3.	Cooperate Decision Support Systems	2	2	6
3.	Degree Forum	0	1	0
3.	Specialization-specific subjects	4	6	15
3.	Frame of optional subjects			0
Totals for Semester 3				33
Integrated marketing communications specialization				
3.	Strategic Social Media Marketing	2	2	6
3.	Search Engine Marketing	0	2	3
3.	Advertising Research and Campaign Planning	2	2	6
Total				15
4.	Diploma Work	0	8	15
4.	Specialization-specific subjects	4	6	15
4.	Frame of optional subjects			0
Totals for Semester 4				30
Integrated marketing communications specialization				
4.	Advanced Public Relations and Public Affairs	2	2	6
4.	Marketing Technologies, Marketing Softwares	0	2	3
4.	Sustainability Communication	0	2	3
4.	Marketing and Communications Controlling	2	0	3
Total				15
Total				120