



Crt.no.	Name of the discipline	ECTS credits	Nr. of hours per week			Evaluation type**
			course	seminar	laboratory	
Ist Semester (Ist Year)						
1	Strategic Marketing	6	2	1		E
2	Organization Theory and Design	6	2	1		E
3	Business Research Methods 1	6	1	2		E
4	Business Research Methods 2	6	2	1		C
5	Optional discipline 1	6	2	1		E
Total		30	9	6		
IIInd Semester (Ist Year)						
1	Strategic Brand Management	6	2	1		E
2	Principles of Advertising & Sales Promotions	6	1	2		E
3	Pricing Strategies	6	2	1		E
4	Public Relations & Corporate Communication	6	2	1		E
5	Optional discipline 2	6	2	1		E
Total		30	9	6		
IIIrd Semester (IIInd Year)						
1	Business Negotiations	6	2	1		E
2	International Strategic Marketing Management	6	2	1		E
3	Information Systems and Business Processes	6	1	2		E
4	Digital Marketing	6	2	1		E
5	Optional discipline 3	6	2	1		E
Total		30	9	6		
IVth (IIInd Year)						
1	Research Paper in Marketing	6	2	2		E
2	Field Course Marketing (Experiential Marketing)	8	1	2		E
3	Internship	10	0	6		C
4	Optional discipline 4	6	2	1		E
Total		30	5	11		
General Total		120	32	29	0	
Dissertation		10				

*E=exam; C=oral exam, Ep=100% throughout the semester evaluation; P=Project; M=mixed evaluation

Optional discipline 1 Ist Semester (Ist Year)

1	Performance Management	6	2	1		E
	Total Quality Management	6	2	1		E
Optional discipline 2 IInd Semester(Ist Year)						
2	Distribution Management	6	2	1		E
	Supply Chain Management	6	2	1		E
Optional discipline 3 IIIrd Semester (IIInd Year)						
3	Risk Management	6	2	1		E
	Corporate social responsibility	6	2	1		E
Optional discipline 4 IVth Semester (IIInd Year)						
4	Financial Decisions and Corporate Strategy	6	2	1		E
	International Trade Techniques	6	2	1		E