MSc Business Administration: Marketing
September intake academic year 2017-2018

1st Semester
September - January

Period 1

Week 36 37 38 39 40 41 42 43

Theories of Marketing 6 EC
Business Seminar 1 EC

Choose one theories course:
- Theories of Strategy 6 EC
- Theories of Leadership and Management 6 EC
- Theories of Entrepreneurship and Innovation 6 EC
- Theories of International Management 6 EC
- Theories of Entrepreneurship and Management in the Creative Industries 6 EC
- Theories of Digital Business 6 EC

Period 2

Week 44 45 46 47 48 49 50 51

Consumer Behaviour 6 EC
Marketing Strategy 6 EC
Thesis Proposal 5 EC

Period 3

Week 2 3 4 5

2nd Semester
February - June

Period 4

Week 6 7 8 9 10 11 12 13

Master's Thesis Marketing

Choose one course from the Business Lab:
- Branding 6 EC
- Branding for Start-ups 6 EC
- Business Strategy and Sustainability 6 EC
- Cases in Leadership 6 EC
- Design Driven Business Innovation 6 EC
- Globalisation and Offshoring 6 EC
- Marketing Metrics 6 EC
- Mergers and Acquisitions 6 EC
- Operational Excellence 6 EC
- Organisation Design for the 21st Century 6 EC
- Performance Management 6 EC
- Retail Strategy and Marketing 6 EC

Choose one Thesis Workshop:
- Database Research 2 EC
- Experiment Design 2 EC
- Qualitative Research / Case Studies 2 EC
- Social Media Research 2 EC
- Survey Design 2 EC

Period 5

Week 14 15 16 17 18 19 20 21

Choose one course from the Business Lab:
- Business Cases in New Technology 6 EC
- Business Negotiations 6 EC
- Cases in Retail Marketing 6 EC
- Change Management 6 EC
- Corporate Venturing 6 EC
- Cross Cultural Management 6 EC
- Entrepreneurial Finance 6 EC
- Entrepreneurship and Business in China 6 EC
- International Business and Sustainable Development 6 EC
- Managing Creativity 6 EC
- Marketing Communications 6 EC
- Online Marketing 6 EC
- Social Media Marketing 6 EC
- Strategy Consulting 6 EC
- Sustainable Business Models 6 EC

Choose one Thesis Workshop:
- Qualitative Data Analysis 1 EC

Period 6

Week 22 23 24 25 26 27 28

Choose one course from the Business Lab:
- Business Cases in New Technology 6 EC
- Business Negotiations 6 EC
- Cases in Retail Marketing 6 EC
- Change Management 6 EC
- Corporate Venturing 6 EC
- Cross Cultural Management 6 EC
- Entrepreneurial Finance 6 EC
- Entrepreneurship and Business in China 6 EC
- International Business and Sustainable Development 6 EC
- Managing Creativity 6 EC
- Marketing Communications 6 EC
- Online Marketing 6 EC
- Social Media Marketing 6 EC
- Strategy Consulting 6 EC
- Sustainable Business Models 6 EC

Choose one Thesis Workshop:
- Qualitative Data Analysis 1 EC

This schedule is subject to change in the following academic year