

# Marketing Management, 180 hp/ECTS (start Autumn 12)

## Year 1

**A1**

Entrepreneurship and Business Planning G1N 7.5 hp/ECTS

**A2**

Basic Financial Accounting G1N 7.5 hp/ECTS

**S1**

Purchasing and Sales G1F 7.5 hp/ECTS

**S2**

Marketing Management G1F 7.5 hp/ECTS

Principles of Project Management G1N 7.5 hp/ECTS

Business and Academic Communication I G1N 7.5 hp/ECTS

Supply Chain Management G1F 7.5 hp/ECTS

Organization and Leadership G1N 7.5 hp/ECTS

## Year 2

Business Statistics 1 G1N 7.5 hp/ECTS

Microeconomic Principles and Mathematics for Economics G1N 7.5 hp/ECTS

International Marketing G2F 7.5 hp/ECTS

Research Methods: Design, Implementation and Analysis G1F 7.5 hp/ECTS

Electronic Commerce G1N 7.5 hp/ECTS

Marketing Communication G2F 7.5 hp/ECTS

Corporate Finance 1 G1F 7.5 hp/ECTS

Business Ethics G1F 7.5 hp/ECTS

## Year 3

Elective courses/Study abroad 30 hp/ECTS During the elective semester students need to take 30 credits including 7.5 credits in Business Administration at G2F level. Students are limited to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law, and language.

Thesis,  
15 hp/ECTS

International Marketing Law and Consumer Protection, G1N 7.5hp/ECTS

Brand Management, G1N 7.5hp/ECTS

Business Administration	Economics	Language	Statistics	Law	Political science	Informatics
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