

Marketing Management, 180 hp/ECTS (start Autumn 13)

Year 1

A1	A2	S1	S2
Entrepreneurship and Business Planning G1N 7.5 hp/ECTS	Basic Financial Accounting G1N 7.5 hp/ECTS	Purchasing and Sales G1F 7.5 hp/ECTS	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	Business Ethics G1F 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	International Marketing G2F 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 G2F 7.5 hp/ECTS

Business Administration	Economics	Language	Statistics	Law	Political science	Informatics
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