

Orientation Marketing

Plan d'études 2017-2018

	Language	Semester	Professeurs	Credits	Hours	Evaluation	Total ECTS
MODULE 1 - 30 ECTS							
Compulsory (18 ECTS)							
Marketing Science	E	4.1	Christen M.	6	4	?	18
Quantitative Methods for Management (compulsory for all)	E	4.1	Reboulleau J.	6	4	?	
Strategic Marketing	E	4.1	Lacoste S./Hellwig K.	6	4	?	
Elective (12 ECTS)							
Competitive Strategy	E	4.1	Amer Maistriau E.	6	4	E	12
Ecology and Evolution	E	4.1	Lehmann L.	6	4	O	
Machine Learning in Business Analytics	E	4.1	Boldi M.-O.	6	4	?	
Optimization Methods in Management	E	4.1	Oeuvray R.	6	4	?	
Organizational Theory and Decision Making	E	4.1	Grieder M.	6	4	E	
Organizational Theory and Decision Making	E	4.1	Grieder M.	6	4	E	
30							

MODULE 2 - 24 ECTS							
Compulsory (6 ECTS) - only for students in this orientation							
Company Project in Marketing: compulsory course	E	4.2	Desmichel P./ Krekels G.	6	4	P	24
Any course from the Master in Management within other orientations - except the company project	4.2 + 5.1			18			

MODULE 3							
Marketing Orientation Electives (36 ECTS)							
Brand Management	E	4.2	Czellar S.	3	2	E	36
Consumer Behavior	E	4.2	Kocher B.	3	2	E	
Customer Relationship Management	E	4.2	Christen M.	6	4	P	
Distribution Management	E	4.2	Eckardt Th.	6	4	E	
E-Marketing & Social Media	E	4.2	Schlager T.	6	4	E	
New Trends in Product Innovation	E	4.2	Leclerc F.	3	2	P	
Social Media (EPFL)	E	4.2	Holzer A.	3	2	P	
Business Case in Marketing	E	5.1	Uhlmann V.	6	4	P	
Digital transformation in B to B E	E	5.1	Lacoste S.	3	2	P	
Global Marketing	E	5.1	Eckardt Th.	3	2	E	
Luxury Marketing	E	5.1	Geerts A.	3	2	E	
Pricing Strategies	E	5.1	Mata J.	6	4	P	

MODULE 4 - 30 ECTS							
Master Thesis	E/F	5.2		30			30

PROGRAMME'S STRUCTURE	
MODULE 1 - 30 ECTS	ECTS
Quantitative Methods for Management	6
Orientation-specific courses (compulsory)	12
Courses of other Orientations (electives)	12
MODULE 2 - 24 ECTS	
1 Business Case	6
Elective courses	18
MODULE 3 - 36 ECTS	
Marketing Orientation Electives	36
Module 4 - 30 ECTS	
Orientation-specific Master Thesis	30
<i>Academic or internship master's thesis taking place at the last semester</i>	
<i>Regarding internship, the duration is minimum 3 months, maximum 6 months, can be extended to 12 months</i>	
Total ECTS	120