

HEC Lausanne
MSc Management
Orientation : Marketing
 Study Plan 2021-2022

| Courses | Professors | Semesters | | | | ECTS | Lang | Ev |
|--|-----------------------|-----------|-----------|----------|-----------|------|------|----|
| | | 1 Aut | 2 Spri | 3 Aut | 4 Spri | | | |
| MODULE 1: 30 ECTS including 3 compulsory courses (18 ECTS) + elective courses (12 ECTS) | | | | | | | | |
| Click for course syllabus | | | | | | | | |
| COMPULSORY COURSES | | | | | | | | |
| Quantitative Methods for Management - <i>all orientations</i> | Rebouleau J. | | | | | 6 | E | W |
| Marketing Science - <i>MKT orientation</i> | Christen M. | | | | | 6 | E | W |
| Strategic Marketing - <i>MKT orientation</i> | Christen M. / Rege K. | | | | | 6 | E | P |
| ELECTIVE COURSES (select 12 ECTS) | | | | | | | | |
| Competitive Strategy - <i>SOL/BEE orientations</i> | Amer Maistriau E. | | | | | 6 | E | W |
| Organizational Theory and Decision Making - <i>SOL/BEE orientations</i> | Ch. Zehnder | | | | | 6 | E | W |
| Genes, Populations and Evolution - <i>BEE orientation</i> | Lehmann L. | | | | | 6 | E | O |
| Data Science in Business Analytics - <i>BA orientation</i> | Vatter Th. | | | | | 6 | E | P |
| Optimization Methods in Management - <i>BA orientation</i> | Ouvray R. | | | | | 6 | E | W |

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|--|---------------|--|--|--|--|---|---|---|
| MODULE 2: 24 ECTS including 1 compulsory course (6 ECTS) + elective courses (18 ECTS) | | | | | | | | |
| COMPULSORY COURSES - 1 course to be chosen from: | | | | | | | | |
| - Company project in Marketing (<i>for MKT orientation only</i>) | Hervet G. | | | | | 6 | E | W |
| - Brand Development Strategic Project (<i>for MKT orientation only</i>) | Queiros R. | | | | | 6 | E | W |
| ELECTIVE COURSES (select 18 ECTS) | | | | | | | | |
| Innovation Law | Junod V. | | | | | 3 | E | W |
| Negotiations | Efferson C. | | | | | 6 | E | W |
| Project Management & Outsourcing in a Digital Era (MScM-MDE) | Bienz P. | | | | | 6 | E | P |
| Social Well Being | Petersen F. | | | | | 6 | E | W |
| Sustainable Innovation Challenge (EPFL) - <i>limited nb of students</i> | Petty J. | | | | | 3 | E | P |
| Advanced issues in International and European Tax Law | Danon R. | | | | | 3 | E | W |
| Entrepreneurship, Innovation and Control Systems | Davila A. | | | | | 3 | E | W |
| Individual Behavior in the Digital Environment | Schlager T. | | | | | 6 | E | W |
| La recherche dans tous ses états | Preissmann D. | | | | | 3 | F | P |
| Normes comptables internationales (IFRS) | Bianchi A. | | | | | 3 | F | W |
| Any course from the MScM within other orientations (except the company project) | | | | | | | | |

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| MODULE 3: 36 ECTS of elective courses | | | | | | | | |
| MARKETING ORIENTATION (select 36 ECTS) | | | | | | | | |
| Brand Management | Dabrowska-Leszczynska A. | | | | | 3 | E | W |
| Consumer Psychology | Petersen F. | | | | | 6 | E | ? |
| Customer Relationship Management | Christen M. | | | | | 6 | E | P |
| Distribution Management | Eckardt T. | | | | | 6 | E | W |
| Grand Challenges Strategy Project | Haack P. | | | | | 6 | E | P |
| New Trends in Business Innovation | Leclerc F. | | | | | 3 | E | P |
| Social Media (EPFL) - max. 15 students from MKT only | Gillet D. | | | | | 3 | E | P |
| Sustainability Strategy Project | Aeschlimann S./Fischer C. | | | | | 6 | E | P |
| Business Case en Marketing | Uhlmann V. | | | | | 6 | F | P |
| Datascience for Marketing (<i>only for Marketing orientation students</i>) | Schlager T. | | | | | 6 | E | W |
| Digitalisation of Purchasing and B to B Sales | Lacoste S. | | | | | 3 | E | P |
| Global Marketing | Eckardt Th. | | | | | 3 | E | W |
| Heuristic Decision Making Strategies (<i>not in Aut22</i>) | Marewski J. | | | | | 6 | E | P |
| Innovation in Marketing | Weihrauch A. | | | | | 3 | ? | ? |
| Integrated Marketing Communications | Hervet G. | | | | | 6 | E | P |
| Luxury Marketing | Morhart F. | | | | | 6 | E | W |

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|-------------------------------------|------------------------|--|--|--|--|----|-----|-----|
| MODULE 4: 30 ECTS compulsory | | | | | | | | |
| Master Thesis | Choose your supervisor | | | | | 30 | E/F | O-W |

Legend:
Aut 1: Autumn 1st semester; *Spri 2:* Spring 2nd semester
Aut 3: Autumn 3rd semester; *Spri 4:* Spring 4th semester
ECTS: Credits
Lang: Teaching language (F: French; E: English)
Ev: Evaluation type (W: Written; O: Oral; P: Project)
MKT: Marketing orientation
BEE: Behaviour, Economics and Evolution orientation
SOL: Strategy, Organization and Leadership orientation

Useful information:

1. Read the [Regulations](#) of this program.
2. This program has 120 credits.
3. Courses in modules 2 and 3 are not final and subject to change.
4. If you want to change orientation, you can do it at the end of the 1st semester, as long as you have completed the 2 courses of the new orientation in module 1.
5. Registration for the 3rd and subsequent semester examinations is only allowed if the student has fully met the requirements for obtaining the ECTS credits of module 1 corresponding to the compulsory series of examinations of the first semester

Due to the health evolution linked to COVID-19, the study plans may undergo the following adaptations during the semester:

- possibility to switch from one teaching mode to another (face-to-face <-> distance learning, synchronous <-> asynchronous, switch to co-modal teaching where it was not foreseen at the beginning).
- adaptation of assessment without leading to derogations from the study regulations (oral <-> written, examination <-> validation, individual work <-> group work, practical work <-> theoretical work, in-person assessment <-> online assessment, etc.)
- alternative or shifted modalities for courses, internships, practical work, fieldwork and camps that could not take place or courses that could no longer take place in the form initially planned.

Students are invited to consult regularly the study plans, syllabi and their email.