

## Orientation Marketing

Plan d'études 2020-2021

	Language	Semester	Professeurs	Credits	Hours	Evaluation	Total ECTS
<b>MODULE 1 - 30 ECTS</b>							
<b>Compulsory (18 ECTS)</b>							
<b>Marketing Science</b>	E	Aut-1st	De Bellis E.	6	4	E	18
<b>Quantitative Methods for Management (compulsory for all)</b>	E	Aut-1st	Rebouleau J.	6	4	E	
<b>Strategic Marketing</b>	E	Aut-1st	Christen M.	6	4	P	
<b>Elective (12 ECTS)</b>							
Competitive Strategy	E	Aut-1st	Amer Maistriau E.	6	4	E	12
Genes, Populations and Evolution	E	Aut-1st	Lehmann L.	6	4	O	
Data Science in Business Analytics	E	Aut-1st	Vatter Th.	6	4	P	
Optimization Methods in Management	E	Aut-1st	Oouvray R.	6	4	E	
Organizational Theory and Decision Making	E	Aut-1st	Ch. Zehnder	6	4	E	
Organizational Theory and Decision Making	E	Aut-1st	Ch. Zehnder	6	4	E	

**30**

<b>MODULE 2 - 24 ECTS</b>							
<b>Company Project in Marketing - compulsory course</b>							
<b>Brand Development Strategic Project</b>	E	Spring-2nd	Dabrowska-Leszczynska A.	6	4	E	6
Innovation Law	E	Spring-2nd	Junod V.	3	2	E	
Negotiations	E	Spring-2nd	Efferson Ch.	6	4	E	
Project Management & Outsourcing in a Digital Era (MScM-MDE)	E	Spring-2nd	Bienz P.	6	4	P	
Social Well Being	E	Spring-2nd	Petersen F.	6	4	E	
Sustainable Innovation Challenge - <i>nbre limité d'étudiant/es</i>	E	Spring-2nd	Petty J.	3	2	P	
Advanced issues in International and European Tax Law	F	Aut-3rd	Danon R.	3	2	E	24
Individual Behavior in the Digital Environment	E	Aut-3rd	Schlager T.	6	2	E	
La recherche dans tous ses états ( <i>ne sera pa donné en 2020</i> )	F	Aut-3rd	D. Preissmann	3	P	P	
Normes comptables internationales (IFRS)	F	Aut-3rd	Barbe O.	3	2	E	
Or any course from the Master in Management within <b>other</b> orientations except the company project		Spring-2nd/ Aut-3rd					
			Total				

<b>MODULE 3</b>							
<b>Marketing Orientation Electives (36 ECTS)</b>							
Brand Management	E	Spring-2nd	Dabrowska-Leszczynska A.	3	2	E	36
Consumer Behavior (4.2)	E	Spring-2nd	Rege K.	3	2	P	
Customer Relationship Management	E	Spring-2nd	Christen M.	6	4	P	
Distribution Management	E	Spring-2nd	Eckardt Th.	6	4	E	
Grand Challenges Strategy Project	E	Spring-2nd	Haack P.	6	4	P	
New Trends in Product Innovation	E	Spring-2nd	Leclerc F.	3	2	P	
Social Media (EPFL) - (max. 15 students: from Marketing only)	E	Spring-2nd	Gillet D.	3	2	P	
Sustainability Strategy Project	E	Spring-2nd	Aeschlimann S./ Fischer Ch.	6	4	P	
Business Case in Marketing	E	Aut-3rd	Uhlmann V.	6	4	P	
Consumer Behavior	E	Aut-3rd	Rege K.	3	2	P	
Digitalisation of Purchasing and B to B Sales	E	Aut-3rd	Lacoste S.	3	2	P	
Global Marketing	E	Aut-3rd	Eckardt Th.	3	2	E	
Heuristic Decision Making Strategies	E	Aut-3rd	Marewski J.	6	4	P	
Luxury Marketing	E	Aut-3rd	Morhart F.	6	4	E	
Pricing Strategies	E	Aut-3rd	Mata J.	6	4	P	

<b>Module 4- 30 ECTS</b>							
Master Thesis	E/F	Spring-4th		30			30

PROGRAMME'S STRUCTURE	
<b>MODULE 1 - 30 ECTS</b>	<b>ECTS</b>
Quantitative Methods for Management	6
Orientation-specific courses (compulsory)	12
Courses of other Orientations (electives)	12
<b>MODULE 2 - 24 ECTS</b>	
1 Business Case	6
Elective courses	18
<b>MODULE 3 - 36 ECTS</b>	
Marketing Orientation Electives	36
<b>Module 4 - 30 ECTS</b>	
Orientation-specific Master Thesis	30
<b>Total ECTS</b>	<b>120</b>
<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>	
<b>Total ECTS</b>	<b>120</b>