

Master of Science in Global Marketing – Program Syllabus

Quarter	MSc in Global Marketing	ECTS	Class Hours
Fall Term	Business Economics	5	40
	Business Ethics	5	40
	Corporate and Business Law	5	40
	Principles of Accounting and Finance	5	40
	Mastering Office and the Internet	5	40
Winter Term	Marketing Planning and Business Development	5	40
	Global Marketing	5	40
	Project Management	5	40
	Cross cultural Management	5	40
	Marketing Communications	5	40
Spring Term	Marketing Strategy and Competitive Positioning	5	40
	Strategic Brand Management	5	40
	Internet Marketing	5	40
	New Product Development	5	40
	Marketing Services	5	40
Summer Term	International Marketing Project	15	40
	Total	90	640