



Business School Lausanne

BBA, MBA, EXECUTIVE MBA, DBA

### Master in Marketing with CIM – Program Syllabus

Quarter	MSc Marketing + CIM	ECTS	Hours
Q1	<b><u>The Business Environment</u></b>		
Q1	Economics for Business	4	40
Q1	Ethics in Business	4	40
Q1	Corporate and Business Law	4	40
Q1	Principles of Accounting and Finance	4	40
Q1	Mastering Office 2007 & the Internet	4	40
Q2	<b><u>International Marketing Strategy</u></b>		
Q2	Marketing Planning And Business Development	4	40
Q2	Global Marketing	4	40
Q2	Project Management	4	40
Q2	Cross Cultural Management	4	40
Q2	Managing Social and Environmental Responsibility	4	40
Q3	<b><u>Marketing Specifics</u></b>		
Q3	Marketing Services	4	40
Q3	Managing Marketing	4	40
Q3	Direct Marketing	4	40
Q3	Business to Business Marketing	4	40
Q3	Designing a Website with Dreamweaver	4	40
Q4	<b><u>Research and Communication</u></b>		
Q4	Project Management in Marketing	4	40
Q4	Marketing Communication	4	40
Q4	International retail Marketing	4	40
Q4	Creating value and Strategy	4	40
Q4	Marketing Research Methods and SPSS	4	40
August	Submit Research Proposal	6	
September	Thesis Supervisor Allocation		
Q5-Q8	Thesis and Optional Internship	34	
	Totals:	<b>120</b>	800

**Now Enrolling for September 2010 – Click here to apply.**