

MSc in Marketing (scientific-pedagogical track – 2 years)



PROGRAM DETAILS AND CURRICULUM

Specific course requirements for the MSc in Marketing program are as follows:

Course title	Credits (ECTS)
Scientific-pedagogical core	22
Specialization courses	46
Internship and research	52
Total	120



Scientific-pedagogical core

Course title	Credits (ECTS)
History and phylosophy of science	4
Higher school pedagogy	3
Foreign languague (professional)	5
Psychology of management	5
Research methodology	5
Total	22



Specialization courses

Course title	Credits (ECTS)
Marketing management theory	6
Brand leadership	5
Critical thinking and desicion making	5
Advertising management	6
Consumer behaviour theory	6
Strategic management	6
Marketing management of organisational competetivness	6
E-commerce	6
Total	46



Internship and research

Work category	Credits (ECTS)
Internship	16
<i>Pedagogical internship</i>	3
<i>Research internship</i>	13
Research	24
Thesis and thesis defense	12
Total	52