

Orientation Marketing

Plan d'études 2018-2019

	Language	Semester	Professeurs	Credits	Hours	Evaluation	Total ECTS
MODULE 1 - 30 ECTS							
Compulsory (18 ECTS)							
Marketing Science	E	4.1	Christen M.	6	4	E	18
Quantitative Methods for Management (compulsory for all)	E	4.1	Reboulleau J.	6	4	E	
Strategic Marketing	E	4.1	Lacoste S./Rege K.	6	4	P	
Elective (12 ECTS)							
Competitive Strategy	E	4.1	Amer Maistriau E.	6	4	E	12
Ecology and Evolution	E	4.1	Lehmann L.	6	4	O	
Machine Learning in Business Analytics	E	4.1	Boldi M.-O.	6	4	E	
Optimization Methods in Management	E	4.1	Oeuvray R.	6	4	E	
Organizational Theory and Decision Making	E	4.1	Ch. Zehnder	6	4	E	
Organizational Theory and Decision Making	E	4.1	Ch. Zehnder	6	4	E	
30							

MODULE 2 - 24 ECTS								
Business Case A (Company Project) - compulsory course								
	E	4.2	Kocher B.	6	4	E	6	
Business Intelligence and Analyzing Big Data	E	4.2	Niemi T.	6	4	E		
Data-Driven Business	E	4.2	Marewski J.	6	4	P		
Financial Reporting and Corporate Governance	E	4.2	Doukakis L.	3	2	E		
Negotiations	E	4.2	Efferson Ch.	6	4	E		
Social Well Being	E	4.2	Petersen F.	6	4	E		
Conceptual Modelling for Business Analytics	E	5.1	Niemi T.	6	4	P	18	
Experimental Methods	E	5.1	Hakimov R.	6	4	P		
Fiscalité internationale	F	5.1	Danon R.	3	2	E		
Individual Behavior in the Digital Environment	E	5.1	Schlager T.	6	2	E		
Innovation Law	E	5.1	Junod V.	3	2	E		
La recherche dans tous ses états	F	5.1	D. Preissmann	3	P	P		
Normes comptables internationales (IFRS)	F	5.1	Barbe O.	3	2	E		
Or any course from the Master in Management within other orientations except the company project		4.2-5.1						
Total								24

MODULE 3							
Marketing Orientation Electives (36 ECTS)							
Brand Management	E	4.2	Czellar S.	3	2	E	36
Consumer Behavior	E	4.2	Kocher B.	3	2	E	
Customer Relationship Management	E	4.2	Christen M.	6	4	?	
Distribution Management	E	4.2	Eckardt Th.	6	4	E	
New Trends in Product Innovation	E	4.2	Leclerc F.	3	2	P	
Social Media (EPFL) - (maximum 15 students)	E	4.2	Gilet D.	3	2	P	
Business Case in Marketing	E	5.1	Uhlmann V.	6	4	P	
Digital transformation in B to B E	E	5.1	Lacoste S.	3	2	P	
Global Marketing	E	5.1	Eckardt Th.	3	2	E	
Luxury Marketing	E	5.1	Geerts A.	3	2	E	
Pricing Strategies	E	5.1	Mata J.	6	4	P	

Module 4 - 30 ECTS							
Master Thesis	E/F	5.2		30			30

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