

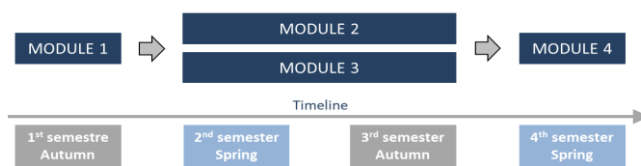
# MSc Management

Orientation : Marketing (MKT)

120 credits ECTS

Study Plan 2022-2023

## Structure of the Master



Courses	Professors	Semesters				ECTS	Lang	Ev
		1 <sup>st</sup> sem Autumn	2 <sup>nd</sup> sem Spring	3 <sup>rd</sup> sem Autumn	4 <sup>th</sup> sem Spring			
<b>MODULE 1: Average set (≥4.0) of compulsory and elective courses - 30 credits ECTS</b>								
<b>Compulsory courses - 18 credits ECTS</b>								
Quantitative Methods for Management - <i>all orientations</i>	Rebouleau J.	●				6	E	W
Marketing Science - <i>MKT orientation</i>	Christen M.	●				6	E	W
Strategic Marketing - <i>MKT orientation</i>	Engeler I.	●				6	E	V
<b>Elective courses - 12 credits ECTS</b>								
Strategic Management - <i>SOL/BEE orientations</i>	Amer Maistriau E.	●				6	E	W
Organizational Theory and Decision Making - <i>SOL/BEE orientations</i>	Zehnder Ch.	●				6	E	W
Genes, Populations and Evolution - <i>BEE orientation</i>	Lehmann L.	●				6	E	O
Data Science in Business Analytics - <i>BA orientation</i>	Tagasovska N.	●				6	E	V
Optimization Methods in Management - <i>BA orientation</i>	Ouevray R.	●				6	E	W
<b>MODULE 2: Compulsory-elective and optional courses - 24 credits ECTS</b>								
<b>Compulsory-elective course - 6 credits ECTS (select only one course)</b>								
Company project in Marketing ( <i>for MKT orientation only</i> )	Hervet G.		●			6	E	W
Brand Development Strategic Project ( <i>for MKT orientation only</i> )	Queiros R.		●			6	E	W
<b>Optional courses - 18 credits ECTS</b>								
Advanced Project Management & Outsourcing in a Digital Era	Bienz P.		●			6	E	V
Innovation Law	Junod V.		●			3	E	W
Bargaining and Negotiations	Efferson C.		●			6	E	W
Social Well Being	Petersen F.		●			6	E	W
Sustainable Innovation Challenge	Petty J.		●			3	E	V
Advanced issues in International and European Tax Law	Danon R.			●		3	E	W
Entrepreneurship, Innovation and Control Systems	Davila A.			●		3	E	W
La recherche dans tous ses états	Preissmann D.			●		3	F	V
Normes comptables internationales (IFRS)	Bianchi A.			●		3	F	W
<i>Module 2 can be any course listed above and any course listed under Module 3 for other orientations (if the course is NOT listed under Module 3 for your orientation). Company projects for other orientations are not open unless otherwise stated in SOL and BEE curriculums.</i>								
			●	●				
<b>MODULE 3: Optional courses - 36 credits ECTS</b>								
<b>Marketing Orientation (select 36 credits ECTS)</b>								
Brand Management	Dabrowska-Leszczynska A.		●			3	E	W
Consumer Psychology	Petersen F.		●			6	E	V
Customer Relationship Management	Christen M.		●			6	E	V
Developing Behavioral Insights and Nudging	Engeler I.		●			3	E	V
Distribution Management	Eckardt T.		●			6	E	W
Grand Challenges Strategy Project	Haack P.		●			6	E	V
Heuristic Decision Making Strategies	Neth H.		●			6	E	V
Sustainability Strategy Project	Aeschlimann S./Fischer C.		●			6	E	V
Business Case en Marketing	Uhlmann V.			●		6	F	V
Datascience for Marketing (only for Marketing orientation students)	Schlager T.			●		6	E	W
Digitalisation of Purchasing and B to B Sales	Lacoste S.			●		3	E	V
Global Marketing	Eckardt Th.			●		3	E	W
Heuristic Decision Making Strategies	Marewski J.			●		6	E	V
Integrated Marketing Communications (MScM)	Haasova S.			●		6	E	V
Luxury Marketing	Morhart F.			●		6	E	W
<b>MODULE 4: Master thesis (compulsory) - 30 credits ECTS</b>								
The Art of Writing a Master's Thesis	Philippe D.			●		-	E	W
Thesis (Research or Internship)	Choose your thesis director				●	30	E/F	W+O

### **Thesis Information**

1. Internships must be full time or at least 80% for a minimum of 12 weeks.
  2. Only students having acquired 90 ECTS credits from Modules 1, 2 and 3 are allowed to present their thesis.
  3. The 'Art of Writing a Master's Thesis' takes place during the 1st week of the semester and is strongly recommended. No ECTS credits will be granted.
- [3. Research thesis guidelines here.](#)  
[4. Internship thesis guidelines here.](#)

### **Legend:**

**ECTS:** Credits

**Lang:** Teaching language (F: French; E: English)

**Eval:** Type of evaluation (W: Written exam; O: Oral exam; V: Validation(s) only)

**MKT:** Marketing orientation

**BEE:** Behavior, Economics and Evolution orientation

**BA:** Business Analytics orientation

**SOL:** Strategy, Organization and Leadership orientation

### **General Information:**

1. [Read the 2022-2023 Study Regulation](#)
2. Courses are delivered face-to-face on campus
3. Registration to Autumn semester courses in Module 2 and Module 3, is only allowed if students have fully obtained the Module 1 credits ECTS.
4. Students can change orientation as long as they have completed Module 1 elective courses corresponding to the new orientation. The request must be sent by email to [hecmaster@unil.ch](mailto:hecmaster@unil.ch) by the end of the 1st semester or, at the latest, when registering to the first exams of Module 2.
3. The pandemic has shown us that circumstances beyond our control may require us to make adjustments to study plans during the academic year.