

Orientation Marketing

Plan d'études 2020-2021

	Language	Semester	Professeurs	Credits	Hours	Evaluation	Total ECTS	
MODULE 1 - 30 ECTS								
Compulsory (18 ECTS)								
Marketing Science	E	Aut-1st	De Bellis E.	6	4	E	18	
Quantitative Methods for Management (compulsory for all)	E	Aut-1st	Reboulleau J.	6	4	E		
Strategic Marketing	E	Aut-1st	Christen M.	6	4	P		
Elective (12 ECTS)								
Competitive Strategy	E	Aut-1st	Amer Maistriau E.	6	4	E	12	
Genes, Populations and Evolution	E	Aut-1st	Lehmann L.	6	4	O		
Data Science in Business Analytics	E	Aut-1st	Vatter Th.	6	4	P		
Optimization Methods in Management	E	Aut-1st	Oeuvray R.	6	4	E		
Organizational Theory and Decision Making	E	Aut-1st	Ch. Zehnder	6	4	E		
Organizational Theory and Decision Making	E	Aut-1st	Ch. Zehnder	6	4	E		
30								
MODULE 2 - 24 ECTS								
Company Project in Marketing - compulsory course								
Brand Development Strategic Project	E	Spring-2nd	Dabrowska-Leszczynska A.	6	4	E	6	
Innovation Law	E	Spring-2nd	Junod V.	3	2	E		
Negotiations	E	Spring-2nd	Efferson Ch.	6	4	E		
Project Management & Outsourcing in a Digital Era (MScM-MDE)	E	Spring-2nd	Bienz P.	6	4	P		
Social Well Being	E	Spring-2nd	Petersen F.	6	4	E		
Sustainable Innovation Challenge - nombre limité d'étudiant/es	E	Spring-2nd	Petty J.	3	2	P		
Advanced issues in International and European Tax Law								
Entrepreneurship, Innovation and Control System	E	Aut-3rd	Davila T.	3	2	?	24	
Individual Behavior in the Digital Environment	E	Aut-3rd	Schlager T.	6	2	E		
Entrepreneurship, Innovation and Control Systems	E	Aut-3rd	Davila T.	3	2	?		
La recherche dans tous ses états	F	Aut-3rd	D. Preissmann	3	P	P		
Normes comptables internationales (IFRS)	F	Aut-3rd	Vacat	3	2	E		
Or any course from the Master in Management within other orientations except the company project		Spring-2nd/ Aut-3rd						
Total								
MODULE 3								
Marketing Orientation Electives (36 ECTS)								
Brand Management	E	Spring-2nd	Dabrowska-Leszczynska A.	3	2	E		36
Consumer Behavior (4.2)	E	Spring-2nd	Rege K.	3	2	P		
Customer Relationship Management	E	Spring-2nd	Christen M.	6	4	P		
Distribution Management	E	Spring-2nd	Eckardt Th.	6	4	E		
Grand Challenges Strategy Project	E	Spring-2nd	Haack P.	6	4	P		
New Trends in Product Innovation	E	Spring-2nd	Leclerc F.	3	2	P		
Social Media (EPFL) - (max. 15 students: from Marketing only)	E	Spring-2nd	Gillet D.	3	2	P		
Sustainability Strategy Project	E	Spring-2nd	Aeschlimann S./ Fischer Ch.	6	4	P		
Business Case in Marketing								
Digitalisation of Purchasing and B to B Sales	E	Aut-3rd	Lacoste S.	3	2	P		
Global Marketing	E	Aut-3rd	Eckardt Th.	3	2	E		
Heuristic Decision Making Strategies	E	Aut-3rd	Marewski J.	6	4	P		
Integrated Marketing Communications (MScM)	E	Aut-3rd	Hervet G.	6	4	?		
Luxury Marketing	E	Aut-3rd	Morhart F.	6	4	E		
Pricing Strategies	E	Aut-3rd	Khan U.	6	4	P		
Module 4 - 30 ECTS								
Master Thesis	E/F	Spring-4th		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