

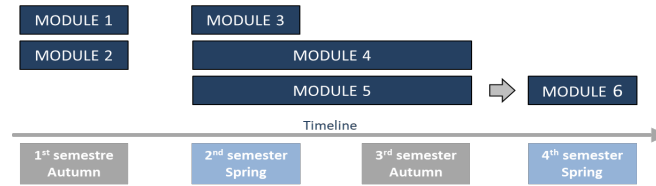
MSc Management

Orientation : Marketing (MKT)

120 credits ECTS

Study Plan 2023-2024

Structure of the Master



Courses	Professors	Semesters				ECTS	Lang	Eval
		1 st sem Autumn	2 nd sem Spring	3 rd sem Autumn	4 th sem Spring			
MODULE 1: Average set (≥4.0) of compulsory courses - 18 credits ECTS								
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
MODULE 2: Average set (≥4.0) of restricted elective courses - 12 credits ECTS								
Strategic Management - <i>SOL/BEE orientations</i>	Amer Maistriau E.	●				6	E	W
Organizational Theory and Decision Making - <i>SOL/BEE orientations</i>	Grieder M.	●				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>	Vatter Th.	●				6	E	V
Optimization Methods in Management - <i>BA orientation</i>	Ouvray R.	●				6	E	W
MODULE 3: Restricted elective courses - 6 credits ECTS								
Company project in Marketing (for <i>MKT orientation only</i>)	Schlager T.		●			6	E	W
Brand Development Strategic Project (for <i>MKT orientation only</i>)	Queiros R.		●			6	E	W
MODULE 4: Optional courses - 18 credits ECTS								
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
Module 4 can be any course listed above and any course listed under Module 5 of other orientations (and that are not listed below). Company projects for other orientations are not open unless otherwise stated in SOL and BEE curriculums.								
MODULE 5: Optional courses in the orientation - 36 credits ECTS								
Brand Management	Dabrowska-Leszczynska A.		●			3	E	W
Consumer Psychology	Petersen F.		●			6	E	V
Distribution Management	Eckardt T.		●			6	E	W
Grand Challenges Strategy Project	Bergamini E.		●			6	E	V
Developing Behavioral Insights and Nudging	Engeler I.		●			6	E	V
Customer Relationship Management	Christen M.		●			3	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	Haasova S.			●		6	E	V
Luxury Marketing	Morhart F.			●		6	E	W
MODULE 6: Master thesis - 30 credits ECTS								
SUBMODULE 6.1: Writing a thesis								
The Art of Writing a Master's Thesis	Philippe D.			●		3	E	W
SUBMODULE 6.2: Master thesis								
Thesis (Research or Internship)	Choose your thesis director				●	27	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 to 5 are allowed to present their thesis.
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 2023-2024 Study Regulation](#)

2. Courses are delivered face-to-face on campus

3. Students can change orientation as long as they have completed the 12 credits ECTS of Module 2 corresponding to the new orientation. The request must be sent by email to hecmaster@unil.ch by the end of the first week of the spring semester (1st academic year).

4. The pandemic has shown us that circumstances beyond our control may require us to make adjustments to study plans during the academic year.