

Orientation Marketing

Plan d'études 2019-2020

	Language	Semester	Professeurs	Credits	Hours	Evaluation	Total ECTS
MODULE 1 - 30 ECTS							
Compulsory (18 ECTS)							
Marketing Science	E	Aut-1st	Christen M.	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./Rege K.	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	
Machine Learning in Business Analytics	E	Aut-1st	Boldi M.-O.	6	4	E	
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	E	Spring-2nd	Dabrowska-Leszczynska A.	6	4	E	6
Business Intelligence and Analyzing Big Data	E	Spring-2nd	Niemi T.	6	4	E	
Data-Driven Business	E	Spring-2nd	Marewski J.	6	4	P	18
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	
Experimental Methods	E	Aut-3rd	Hakimov R.	6	4	P	
Advanced issues in International and European Law Tax	F	Aut-3rd	Danon R.	3	2	E	
Individual Behavior in the Digital Environment	E	Aut-3rd	Schlager T.	6	2	E	
Innovation Law (in Spring 2021)	E	Aut-3rd	Junod V.	3	2	E	
La recherche dans tous ses états (pas donné en 2020)	F	Aut-3rd	D. Preissmann	3	P	P	
Normes comptables internationales (IFRS)	F	Aut-3rd	Barbe O.	3	2	E	
Or any course from the Master in Management within other orientations except the company project		Spring-2nd/ Aut-3rd					
Total							24

MODULE 3							
Marketing Orientation Electives (36 ECTS)							
Brand Management (not in Spring 2020)	E	Spring-2nd	Czellar S.	3	2	E	36
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	E	Aut-3rd	Uhlmann V.	6	4	P	
Consumer Behavior	E	Aut-3rd	Reger K.	3	2	E	
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	
Luxury Marketing	E	Aut-3rd	Morhart F.	6	4	E	
Pricing Strategies	E	Aut-3rd	Mata J.	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