

# Marketing Management, 180 hp/ECTS (start Autumn 18)

## Year 1

A1	A2	S1	S2
Entrepreneurship and Business Planning G1N 7.5 hp/ECTS	Basic Financial Accounting G1N 7.5 hp/ECTS	Organization and Leadership G1N 7.5 hp/ECTS	Marketing Management G1F 7.5 hp/ECTS
Principles of Project Management G1N 7.5 hp/ECTS	Business and Academic Communication I G1N 7.5 hp/ECTS	Supply Chain Management G1F 7.5 hp/ECTS	Purchasing and Sales G1F 7.5 hp/ECTS

## Year 2

Business Statistics 1 G1N 7.5 hp/ECTS	Business Digitalization G1F 7.5 hp/ECTS	Responsible Enterprise G2F 7.5 hp/ECTS	Research Methods: Design, Implementation and Analysis G1F 7.5 hp/ECTS
Marketing Communication G1F 7.5 hp/ECTS	Microeconomic Principles and Mathematics for Economics G1N 7.5 hp/ECTS	Corporate Finance 1 G1F 7.5 hp/ECTS	International Marketing G2F 7.5 hp/ECTS

## Year 3

Elective courses/Study abroad 30 hp/ECTS During the elective semester students need to take 30 credits including 7.5 credits in Business Administration at G2 Flevel. Students are limited to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law, and language.	Thesis, 15 hp/ECTS		
	International Marketing Law and Consumer Protection, G1N 7.5hp/ECTS	Brand Management G2F 7.5 hp/ECTS	

Business Administration	Economics	Language	Statistics	Law	Political science	Informatics
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