



Master's study program
MARKETING AND INTERNATIONAL COMMERCE
Curriculum

Title of the course	Code	Credits
I year of studies		
1st semester		
<i>Compulsory subjects</i>		
Digital Marketing Strategies	VAM5022	6 ECTS
Neuromarketing	VAM5015	6 ECTS
Strategic Marketing	VAM5005	6 ECTS
Scientific Research Methodologies	REV5014	6 ECTS
Entrepreneurial marketing	VAM5023	6 ECTS
Total:		30 ECTS
2nd semester		
<i>Compulsory subjects</i>		
Corporate Reputation Management	REV5007	6 ECTS
Value Chain in International Business	VAM5012	6 ECTS
International Business	VAM5004	6 ECTS
Relationship Marketing	VAM6003	6 ECTS
Term Paper I	VAM5019	6 ECTS
Total:		30 ECTS
II year of studies		
3rd semester		
<i>Compulsory subjects</i>		
International Marketing	VAM6001	6 ECTS
Term Paper II	VAM5020	6 ECTS
<i>Optional subjects:</i>		
<i>Subject from Personal Skills Group</i>		6 ECTS
<i>Subject from Management Skills Group</i>		6 ECTS
<i>Subject from Sustainable Development Group</i>		6 ECTS
Total:		30 ECTS
4th semester		
Final master thesis		30 ECTS
Total in the program:		120 ECTS