



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 Business and Marketing	VAM5031	6 ECTS
International Business	VAM5004	6 ECTS
Neuromarketing	VAM5015	6 ECTS
Relationship Marketing	VAM6003	6 ECTS
Strategic Marketing	VAM5005	6 ECTS
Total:		30 ECTS
2nd semester		
<i>Compulsory subjects</i>		
Corporate Reputation Management	REV5007	6 ECTS
International and Intercultural Communication in Business	VAM5033	6 ECTS
Performance Measurement Systems and Instruments	EKF5019	6 ECTS
Scientific Research Methodology	REV5014	6 ECTS
Value Chain in International Business	VAM5012	6 ECTS
Total:		30 ECTS
II year of studies		
3rd semester		
<i>Compulsory subjects</i>		
Big Data Analytics	REV6007	6 ECTS
Term Paper	VAM5030	6 ECTS
<i>Optional subjects I</i>		
<i>Leadership Psychology</i>	PSO5002	6 ECTS
<i>or</i>		
<i>Personal Finance Solutions</i>	EKF5021	6 ECTS
<i>Optional subjects II</i>		
<i>Behavioral and Experimental Economics</i>	EKM6011	6 ECTS
<i>or</i>		
Cross-Cultural Communication	AKV6009	6 ECTS
<i>Optional subjects III</i>		
Innovation Economics	VAM6011	6 ECTS
<i>or</i>		
Visual/ Popular Culture and Storytelling	KOM5050	6 ECTS
Total:		30 ECTS
4th semester		
Final master thesis	BENMVAM01	30 ECTS
Total in the program:		120 ECTS