

Changes in course structure for MSc in Economics and Business Administration specialisations from September 2021

Please note:

Yellow marking = change

If the course is shared with other specialisations, this will appear in the box “comments”

Marketing

Course title	ECTS	Comments
1. semester		
Economic Psychology	10	
Marketing Theory	5	(+B2B)
Customer Value and Innovation	5	
Marketing Research Methods	10	
2. semester		
Marketing Communication	5	
Brand Management and Marketing Channels	10	NEW course Replaces Marketing Channels and Brand Relationships – no change in content
Marketing Management and Strategy	10	
Pricing Strategy	5	

Discontinued courses

Marketing Channels and Brand Relationships 10 ECTS