

Track Marketing

1st Semester - Fall

Course	Course Title	ECTS
CC 502	Applied Econometrics	6
MKT 510	Price and Product Management	6
Elective(s)	Master course	

min. 12

MKT 5XX/6XX

2nd Semester - Spring

Course	Course Title	ECTS
CC 503	Empirical Methods	6
MKT 520	Market Research	6
MKT 531	Marketing Theory	4
MKT 545	Customers, Markets and Firm Strategy	6
Elective(s)	Master course	

min. 22

MKT 5XX/6XX, MKT 803/902, MAN 648, E 505/508, XXX

3rd Semester - Fall

Course	Course Title	ECTS
E 703	Advanced Econometrics I	8
MKT 903	Advanced Business Econometrics	6
MKT 801	Fundamentals of Marketing Research	6
MKT 910	Area Seminar	-
Elective(s)	Master course	

min. 20

E 601/
700/883, XXX

4th Semester - Spring

Course	Course Title	ECTS
MKT 804	Theory Development and Model Building	6
MKT 901	Designing Marketing Research Projects	6
MKT 910	Area Seminar	1
	Master's thesis	15
Elective(s)	Marketing Seminar	6

34

MKT 7XX

$\Sigma = 82 + \text{Electives} = 120 \text{ ECTS}$