

Marketing Management, 180 hp/credits (start Autumn 19)

Year 1

A1	A2	S1	S2
Communication in a Cross-Cultural Context G1N 7.5 hp/credits	Basic Financial Accounting G1N 7.5 hp/credits	Organization and Leading in a Sustainable World G1N 7.5 hp/credits	Marketing Management G1F 7.5 hp/credits
Entrepreneurship and Business Planning G1N 7.5 hp/credits	Principles of Project Management G1N 7.5 hp/credits	Supply Chain Management G1F 7.5 hp/credits	Purchasing and Sales G1F 7.5 hp/credits

Year 2

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

Year 3

Elective courses/Study abroad 30 hp/credits During the elective semester students need to take 30 credits including 7.5 credits in Business Administration at G2F level. Students are limited to choose courses within the fields of business administration, economics, statistics, economic geography, commercial law, and language.	Thesis in Business Administration G2E 15 hp/ECT		
	International Marketing Law and Consumer Protection, G1N 7.5hp/credits	Brand Management G2F 7.5 hp/credits	

Business Administration	Economics	Language	Statistics	Law	Political science	Informatics
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