

# International Marketing, 60 hp/ECTS Master programme (started Autumn 11) Year 1

A1	A2	S1	S2
Consumer Behavior A1N 7,5 hp/ECTS	Market Communication in a Digital World A1N 7,5 hp	Advanced International Marketing, Trade, and Export Management A1N 7,5 hp/ECTS	Globalisation of Economic Activity A1N 7,5 hp/ECTS
Retailing A1N 7,5 hp/ECTS	Marketing Research A1N 7,5 hp/ECTS	Master Thesis in Business Administration A1E 15 hp/ECTS	

Business Admini- stration	Economics	Language	Statistics	Law	Political science	Informatics
---------------------------------	-----------	----------	------------	-----	----------------------	-------------