

MSc IN MARKETING

Study Plan

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GENERAL INFORMATION			
DURATION	LANGUAGES	ECTS	SCHEDULE
2 YEARS	ENGLISH	120	DAYTIME

1st Year

1st Year - 1st Semester

		CREDITS
> Consumer Behavior and Marketing Research	Mandatory Course	6.0
> Strategic Marketing	Mandatory Course	6.0
> Distribution Channels	Mandatory Course	3.0
> Marketing Communications	Mandatory Course	3.0
> Branding	Mandatory Course	6.0
> Quantitative Methods for Marketing	Mandatory Course	6.0
	Total	30.0*

1st Year - 2nd Semester

		CREDITS
> Innovation and Creativity in Marketing	Mandatory Course	6.0
> Digital and Social Media Marketing	Mandatory Course	6.0
> New Trends in Marketing	Mandatory Course	3.0
> Sales Team Management and Negotiation	Mandatory Course	3.0
> Relationship Marketing	Mandatory Course	6.0
> Elective(s)		
Highly Recommend Electives:		
> 01656 Brand Expression and Identity		
> 03495 Marketing Strategy Analytics		
Not advisable for students of the Master's in Marketing programme:		
> 03254 Digital Marketing		
> 01924 Business and Brand Strategy		
	Free Elective(s)	6.0
	Total	30.0*

2nd Year

2nd Year – 1st Semester

		CREDITS
> Research Seminar in Marketing	Mandatory Course	6.0
	Total	6.0*

2nd Year – 1st and 2nd Semester

		CREDITS
> Master Dissertation or Master Project in MARKETING	Mandatory Course	54.0
	Total	54.0*

*120.0 Credits for Approval = 60.0 mandatory courses credits + 6.0 optional course credits (free elective(s)) + 54.0 Master Dissertation/Project in Marketing	Total	120.0
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Consolidation Topics

02332 | Fundamentals of Applied Statistics

Since not all degree candidates have the same academic and professional backgrounds, Iscte Business School offers an introductory term called Consolidation Topics. The admissions committee may recommend this introductory term after appraising the applicant's CV. This special preparation will enable students to adapt more easily to the complex issues discussed in their required courses.