

Degree in Global Marketing Management

Course year / semester	ECT	Subject name
1 ^o -2	4,5	MARKET RESEARCH
1 ^o -2	4,5	CONSUMER BEHAVIOUR
1 ^o -2	4,5	BUSINESS ANALYTICS
1 ^o -2	4,5	ACCOUNTING INFORMATION SYSTEMS
1 ^o -2	4,5	STATISTICS
1 ^o -2	3,0	OFFICE SOFTWARE 2
1 ^o -2	4,5	CRITICAL THINKING
2 ^o -2	4,5	TRADE & RETAIL MARKETING
2 ^o -2	4,5	MARKETING AND COMMUNICATION
2 ^o -2	4,5	SALES MANAGEMENT
2 ^o -2	4,5	CUSTOMER MARKETING
2 ^o -2	4,5	SALES FORECASTING
2 ^o -2	3,0	DATABASE SOFTWARE
2 ^o -2	4,5	TEAMWORKING
3 ^o -2	4,5	MARKETING FINANCE
3 ^o -2	4,5	MARKETING INTELLIGENCE
3 ^o -2	4,5	DIGITAL MARKETING METRICS AND ANALYTICS
3 ^o -2	4,5	DATA DRIVEN MARKETING
3 ^o -2	4,5	DECISION MAKING
3 ^o -2	4,5	MARKETING PLAN
3 ^o -2	3,0	BUSINESS ETHICS
3 ^o -2	3,0	COMPUTER PROGRAMMING
3 ^o -2	3,0	LEADERSHIP

BACHELOR'S DEGREE IN MARKETING AND DIGITAL BUSINESS

1 st year / semester	ECT	Subject name
1 st -2	6,0	BUSINESS COMMUNICATION
1 st -2	6,0	STATISTICS APPLIED TO MARKETING
1 st -2	6,0	ECONOMY I: MICROECONOMICS
1 st -2	6,0	IT APPLIED TO MARKETING
1 st -2	3,0	TO BE PROFESSIONAL
1 st -2	4,5	DIGITAL ENVIRONMENT
2 nd -2	4,5	ECONOMIC-FINANCIAL ANALYSIS FOR MARKETING II
2 nd -2	4,5	MARKET RESEARCH I
2 nd -2	4,5	CONSUMER'S BEHAVIOR II
2 nd -2	4,5	PRODUCT POLICY
2 nd -2	6,0	DISTRIBUTION POLICY
2 nd -2	6,0	STRATEGIC BRAND MANAGEMENT
2 nd -2	3,0	MULTIMEDIA SOFTWARE
3 rd -2	4,5	BUSINESS START-UP
3 rd -2	4,5	HUMAN RESOURCES MANAGEMENT
3 rd -2	4,5	SALES MANAGEMENT
3 rd -2	6,0	INTERNATIONAL MARKETING MANAGEMENT
3 rd -2	6,0	DIGITAL MARKETING STRATEGIES
3 rd -2	4,5	MARKET RESEARCH II
3 rd -2	3,0	CHRISTIAN SOCIAL THOUGHT
3 rd -2	3,0	TEAMWORKING