

Study Plan – Marketing (Master)

Updated: 01.10.2025

16.	Elective: a) Pricing and Price Formation b) E-commerce Management; c) International Business Management		No prerequisite	5	125	14	13			1	2	95			5		
			Digital Marketing														
			No prerequisite														
17.	Professional Internship		Corporate Business Strategies;Marketing Research; Brand Management;Business Marketing; Innovative Marketing	10	250					60		2	188			10	
18.	Master's Thesis		Marketing Management;Competitive Business Strategies;Public Relations;Supply Chain Management; Tourism Marketing	30	750			20					730				30
	Total			120	3015	210	252			60	16	39	2438	30	30	30	30