

Study Plan – Marketing (Master)

Updated: 01.10.2025

#	Study Components	Course Code	Prerequisite	Credits	Hours	including								Credit Distribution by Semesters			
						Lecture	Group Work	Practical	Laboratory	Internship	Midterm Exam	Final Exam	Independent Work	Semester I	Semester II	Semester III	Semester IV
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
	Compulsory Courses																
1.	Marketing Management		No prerequisite	5	125	14	13				1	2	95	5			
2.	Business English		English language B2	5	125		42				1	2	95	5			
3.	Academic Writing for Master's Students		No prerequisite	5	125	14	13				1	2	95	5			
4.	Business Ethics and Social Responsibility		No prerequisite	5	125	14	13				1	2	95	5			
5.	Competitive Business Strategies		No prerequisite	5	125	14	13				1	2	95	5			
6.	Strategic Market Management		No prerequisite	5	125	14	13				1	2	95	5			
7.	Marketing Research		Strategic Market Management	5	125	14	13				1	2	95		5		
8.	Brand Management		Marketing Management	5	125	14	13				1	2	95		5		
9.	Business Marketing		Marketing Management	5	125	14	13				1	2	95		5		
10.	Digital Marketing		No prerequisite	5	125	14	13				1	2	95		5		
11.	Innovative Marketing		Strategic Market Management	5	125	14	13				1	2	95		5		
12.	Public Relations		Business Ethics and Social Responsibility	5	125	14	13				1	2	95			5	
13.	Supply Chain Management		No prerequisite	5	125	14	13				1	2	95			5	
14.	Tourism Marketing		Business Marketing	5	125	14	13				1	2	95			5	
	Elective Courses in the Core Field of Study																
15.	Elective: a) Imageology; b) Bank Marketing		No prerequisite Marketing Management	5	125	14	13				1	2	95		5		

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