Master in Strategic Marketing, 60 credits (intake Autumn 26)

Year 1

A1	A2	A3	S1	S2	S3
Strategic Marketing and Business Growth, A1N, 5 credits	International Market Assesment and Strategy, A1N, 5 credits	Understanding the Consumer, A1N, 5 credits	IMC Strategy and Planning, A1F, 5 credits	Master Thesis in Business Administration, A1E, 15 credits	
Working Across Boundaries, A1N, 5 credits	Strategic Brand Management, A1N, 5 credits	Data-driven Decision Making, A1N, 5 credits	Research Methods in Marketing, A1F, 5 credits	Marketing in Society, A1F, 5 credits	

Business Administration	Economics	General Management	Statistics	Law	Informatics

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