

Subjects	Number of lessons	Credits	Grades
1st semester			
Operational Environment of Corporations	30	3	Exam mark
Approach and Practice of Marketing	30	3	Exam mark
Management in the 21 st Century	30	3	Exam mark
Effective Business Communication	30	3	Term mark
Consumer Behaviour and its Trends	30	3	Exam mark
Techniques and Methods of Economics and Management	30	3	Term mark
Challenges in Marketing Management	30	3	Exam mark
Online Marketing and its Trends	30	3	Term mark
Marketing Information and Market Research	30	3	Term mark
Integrated Marketing Communication	30	3	Exam mark
Total	300	30	
2nd semester			
Marketing Planning and Marketing Strategy	30	3	Term mark
Online Market Research Methodology	30	3	Term mark
Social Media Marketing	30	3	Term mark
Brand Marketing	30	3	Exam mark
Trade Marketing	30	3	Exam mark
Generation Marketing	30	2	Exam mark
Artificial intelligence in Marketing	30	3	Term mark
E business Strategy for Corporate Executives	30	2	Term mark
Thesis Consultation	0	2	Term mark
Thesis	0	6	Term mark
Total	240	30	
1st and 2nd semester	540	60	