

Transitional arrangements master Marketing 2018-2019 due to curriculum changes

Introduction

Underneath the transitional arrangements related to curriculum changes during the past years. The transitional arrangements are relevant for senior students that have to fulfill an earlier curriculum.

Note: If a specific course from an old curriculum has successfully been passed, you are not allowed to attend the replacing course.

Transitional arrangements due to curriculum changes 2018-2019

Concerning courses from 2017-2018, that are no longer offered in 2018-2019, transitional arrangements apply:

- Courses that are not offered anymore, one extra exam will be offered, provided you have actually participated in the course during 2017-2018. If you fail this extra exam, or if you do not make use of this opportunity, you can follow the replacing course.
- Concerning courses with a name change, you can follow the course with the new name (provided that you have not passed the original course yet).

Programme	Curriculum 2017-2018				Type of change	Curriculum 2018-2019			
	Ceased course	Period	ec	Course code		Replacing new course	Period	ec	Course
EM_MKT	Cross-Cultural Consumer Research	period 4	6.0	E_MKT_CCCR	Name	Survey Research in Cross-Cultural Context	period 4	6.0	E_MKT_SRCCC
EM_MKT	Customer Intelligence	period 2	6.0	E_MKT_CI	Name	Customer and Marketing Analytics	period 2	6.0	E_MKT_CMA
EM_MKT	Geomarketing	period 4	6.0	E_MKT_GEOM	Name	Big Data Analytics using Geographic Information Systems	period 4	6.0	E_MKT_BDAGIS
EM_MKT	Sales and Product Management	period 4	6.0	E_MKT_SPM	Name	International Product Management	period 4	6.0	E_MKT_IPM

Adopted by the SBE Board and endorsed by Joint Meeting on June 21, 2018.