MARKETING

Prove yourself where it matters
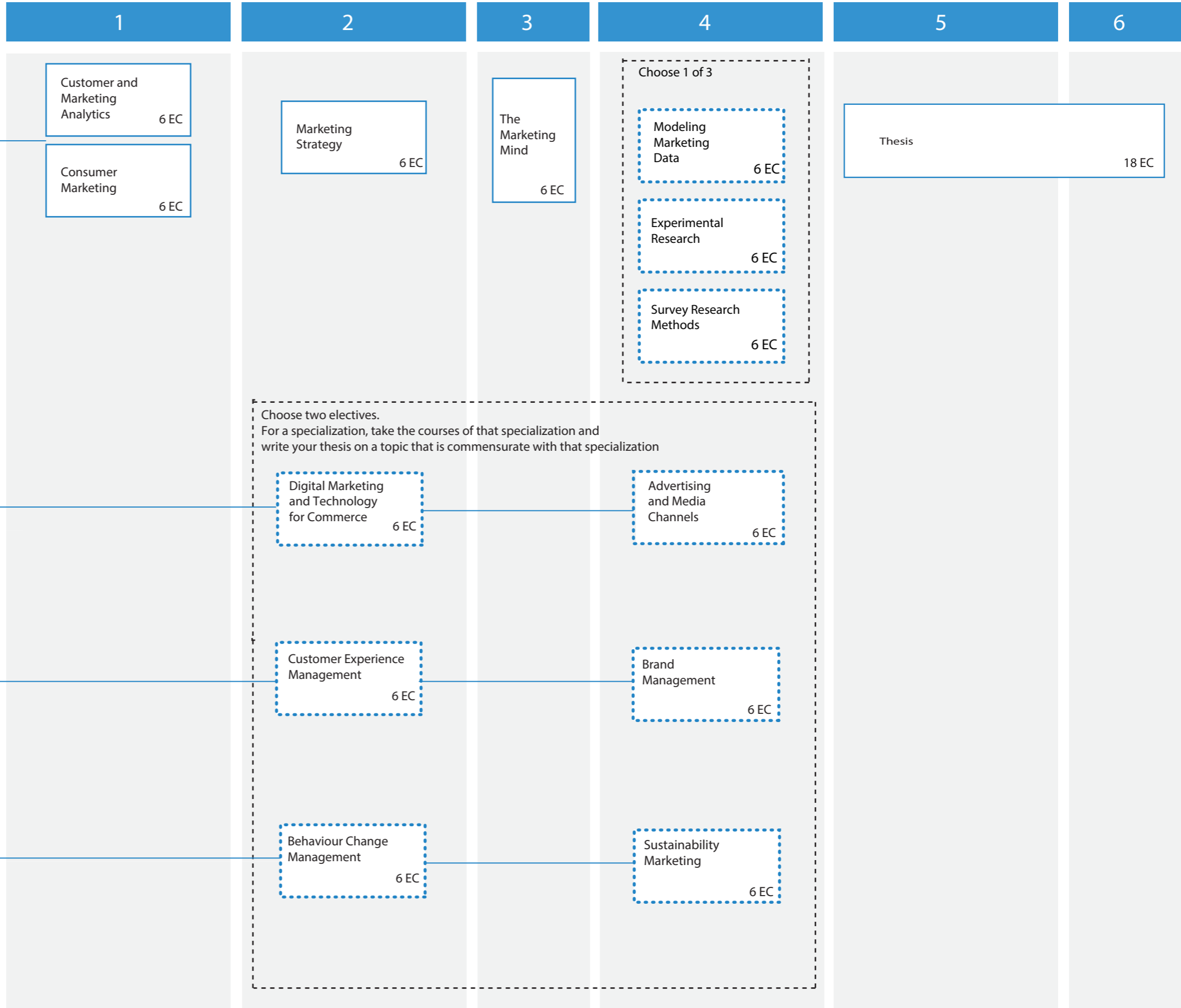
VU School of Business and Economics

	1	2	3	4	5	6

▶ Core

- Customer and Marketing Analytics — 6 EC
- Consumer Marketing — 6 EC
- Marketing Strategy — 6 EC
- The Marketing Mind — 6 EC

Choose 1 of 3
- Modeling Marketing Data — 6 EC
- Experimental Research — 6 EC
- Survey Research Methods — 6 EC

- Thesis — 18 EC

▶ Specializations

Choose two electives.
For a specialization, take the courses of that specialization and write your thesis on a topic that is commensurate with that specialization

▶ Digital Marketing and Analytics
- Digital Marketing and Technology for Commerce — 6 EC
- Advertising and Media Channels — 6 EC

▶ Brand and Customer Management
- Customer Experience Management — 6 EC
- Brand Management — 6 EC

▶ Sustainability and Social Impact
- Behaviour Change Management — 6 EC
- Sustainability Marketing — 6 EC

☐ Mandatory Courses   ⬚ Elective Courses