

TABLE C: COURSE DISTRIBUTION PER YEAR / PER SEMESTER

A/A	Course Type*	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ semester	Total periods/semester	ECTS
YEAR 1 : Semester A								
1.	C	Contemporary Marketing Challenges	MS70097E	6	50min	14	84	10
2.	C	Digital Marketing Communications	MS70097E	6	50min	14	84	10
3.	C	Online Consumer & Multi-Cultural Brand Management	MS70101O	6	50min	14	84	10
YEAR 1 : Semester B								
4.	C	Corporate Global Marketing & Responsibility	MS70096E	6	50min	14	84	10
5.	C	New Venture Development & Project Management	MS70100E	6	50min	14	84	10
6.	C	Digital Marketing Tools	MS-Tools	6	50min	14	84	10
YEAR 1 : Semester C								
7.	C	Digital Marketing Project (including Research Methods)	MS70098E	6	50min	14	84	30