

Münster to Groningen track:

<i>DD semester</i>	<i>Course code</i>	<i>Course title</i>	<i>EC</i>
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STAGE 1, OPTION 1: Marketing Finance

1 (Münster)	MCM01	Market-oriented Leadership	6
	MCM04	Advanced Market Research	6
		Elective MCM [1]	6
	FCM01	Introduction to Advanced Finance	6
	FCM02	Behavioral Finance	6
2 (Münster)	MCM16	Seminar Marketing I	12
		Elective MCM [2]	6
		Electives FCM [3]	12

STAGE 1, OPTION 2: Marketing Information Systems

1 (Münster)	MCM01	Market-oriented Leadership	6
	MCM04	Advanced Market Research	6
		Elective MCM [1]	6
	IM 1	Managing the Information Age Organization	6
	IM 2	IM - Tasks and Techniques	6
2 (Münster)	MCM 16	Seminar Marketing I	12
		Elective MCM [2]	6
		Electives IS [4]	12

STAGE 2

3 (Groningen)		Data Engineering for MADS	5
		Statistical Learning in Marketing	5
		Data Science Methods for MADS	5
		Electives MADS [5]	15
4 (Groningen)	EBM867B20	Master's Thesis Marketing [6]	20
		Electives MADS [5]	10

[1] Students choose 1 from the following 6 EC courses:

MCM05 - Innovation Management

MCM07 - Customer Relationship Management (not if student wants to follow Customer Management at UG)

MCM09 - Sales Management

MCM11 - Media Marketing

MCM12 - Entertainment Media Marketing

MCM14 - Advanced Marketing on Specific Topics I (not offered every semester)

[2] Students choose 1 from the following 6 EC courses:

MCM02 - Applications of Market-oriented Leadership

MCM06 - Brand Management

MCM10 - Multi-Channel Management

MCM13 - Integrated Marketing Communications

MCM15 - Advanced Marketing on Specific Topics (not offered every semester)

[3] Students choose 2 from the following 6 EC courses:

FCM04 - Financial Intermediation I

FCM05 - Advanced Corporate Finance

FCM06 - Corporate Governance & Responsible Business Practices

[4] Students choose 2 from the following 6 EC courses:

PM2 - Enterprise Architecture Management

BN3 - Network Economics

LPR3 - Retail

[5] Students must choose 10 EC from Elective Group 1:

Semester	Course	Code	EC
1.2	Market Models	EBM077A05	5
2.1	Digital Marketing Intelligence	EBM079B05	5
2.2	Customer Models	EBM076A05	5

Students must choose 5 EC from Elective Group 2:

Semester	Course	Code	EC
1.2	Retail & Omnichannel Marketing (not if student followed Channel Management at SBE)	EBM880B05	5
2.1	Customer Management	EBM075A05	5
2.2	B2B Marketing	EBM808B05	5

Students choose 10 EC from the remaining electives of Elective Group 1 and 2, or from the following electives for Marketing Analytics and Data Science:

Semester	Course	Code	EC
1.1	Business Ethics	EBM043A05	5
1.1	Business Research and Consulting	EBM151A05	5
1.1	Econometric Theory and Methods	EBM835B05	5
1.2	Business Research and Consulting	EBM151A05	5
1.2	Strategic Management of Inf. Technology	EBM051B05	5
2.1	Business Research and Consulting	EBM151A05	5
2.1	Supply Chain Dynamics	EBM147A05	5
2.1	Supply Chain Optimization	EBM117A05	5
2.2	Business Research and Consulting	EBM151A05	5
2.2	Strategic Supply Chain Management	EBM039A05	5
Remarks:	The course Econometric Theory and Methods requires quite some knowledge in advance of the respective field. Students can contact the program coordinator or the course coordinator if they have questions about this.		

[6] The Master's thesis will be jointly supervised by a supervisor from UG and from SBE.