

Visiting Student Program

Marketing Pack

SPRING 2022-2023



Marketing

Services Marketing	6 Ects
Digital Marketing	6 Ects
Pricing for Value & Profitability	3 Ects
Brand Strategy & Identity	6 Ects
The Art of Selling	3 Ects
Marketing in the Fashion & Luxury Industry	3 Ects
Sports Marketing & Value Creation	3 Ects
Envisioning Changing Consumer Behaviors in Marketing	3 Ects

Entrepreneurship

Venture Creation & Planning	4 Ects
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Economics

Global Economic Environment	6 Ects
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HHRR

Organizational Behavior	3 Ects
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Strategy

Strategies for the Multinational Corporation	6 Ects
Strategies in a Disruptive World	6 Ects

Negotiation

Individual & Team Strategic Thinking Applied to Negotiations	3 Ects
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Humanities

Cultural Diversity, Today	3 Ects
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