

Visiting Student Program

# Pack 3

# Marketing

SPRING 2024



# Pack 3 Marketing

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Operations Management	5 Ects
Global Economic Environment	6 Ects
Organizational Behavior	3 Ects
Strategies for the Multinational Corporation	6 Ects
Strategies in a Disruptive World	6 Ects
Service Marketing and Customer Strategy	6 Ects
Digital Marketing and Analytics	6 Ects
Pricing for Value and Profitability	3 Ects
Strategic Marketing and Branding	6 Ects
Customer Centricity for Growth	6 Ects
Marketing in the Fashion and Luxury Industry	3 Ects
Sports Marketing & Value Creation	3 Ects
Marketing for Sustainability	3 Ects
Assertive Communication Applied to Negotiation	3 Ects
Negotiation	3 Ects

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\* It is guaranteed that there are no timetable clashes between the subjects in this package. \* Places are subject to demand. In the case of no places being available in any of the subjects, we can provide other options.