

Visiting Student Program | PACK 1

Branding, Marketing & Sales + Product Management & Service Design

FALL 2023



PACK 1

Branding, Marketing & Sales + Product Management & Service Design

Unplugged the Marketing Workshop	3 Ects
The Art of Selling	3 Ects
Strategic Marketing and Branding	6 Ects
Creative Management and Content Strategy	3 Ects
Digital Marketing and Analytics	6 Ects
Customer Experience and Innovation	6 Ects
Customer Insights and Behavior	3 Ects
Data Mining and Machine Learning For Business	3 Ects
Customer Centricity for Growth	6 Ects
Business Intelligence and analytics	6 Ects
Service Design: Good Design is Good Business	6 Ects
Practical Assignment	6 Ects