

Visiting Student Program | PACK 5

Strategy and Business Transformation + Branding, Marketing & Sales

FALL 2023



PACK 5

Strategy and Business Transformation + Branding, Marketing & Sales

Advanced Data Analytics	6 Ects
How to Lead Change and People Transformation	3 Ects
Innovation & Continuous Improvement	3 Ects
Strategic Management of Innovation	6 Ects
Corporate Strategy & Transformation	6 Ects
Agile Methodologies: Running Business Innovation	3 Ects
Innovative Business Models and Digital Transformation	3 Ects
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

* 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.