

Visiting Student Program | PACK 5

Strategy and Business Transformation + Branding, Marketing & Sales

FALL 2023



PACK 5

Strategy and Business Transformation + Branding, Marketing & Sales

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| 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.