

Double Master's Degree in Management

Between

Master in Management – International Strategic Marketing, Université de Liège

And

Master in Management (M.Sc.) – Marketing and Management, University of Hohenheim

1st year: Universität Hohenheim	60 EP
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2nd year: Université de Liège	60 EP
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Basic Modules	18 EP
<ul style="list-style-type: none">• Applied Quantitative Methods (6 EP)• Multivariate Data Analysis (6 EP)• Modelling & Decision Making (6 EP)	

Core Curriculum	15 EP
<ul style="list-style-type: none">• Seminar on Sustainability and Smart Territories (3 EP)• Business Ethics & CSR (4 EP)• Foreign Language (3 EP)• Skills Portfolio (5 EP)	

Major Field: Marketing & Management	24 EP
Chose 4 modules from the major field in Marketing & Management including 2 compulsory modules out of the following 3:	
<ul style="list-style-type: none">• Human Resource Management• Entrepreneurship• Strukturgleichungsmodellierung im Marketing	
It is recommended to take a Seminar module within the major field during the second semester, if possible.	

Major Modules:	15 EP
<ul style="list-style-type: none">• Digital Marketing Strategy (5 EP)• Consumer Behavior (if not attended during the 1st year) (5 EP)	
Choose one or two of the following courses:	
<ul style="list-style-type: none">• Intercultural Marketing (5 EP)• e-Business and e-Commerce (5 EP)• Digital Consumer Experience (5 EP)• Project Management in Marketing (5 EP)	

Elective / Minor	18 EP
3 elective modules from the whole curriculum	

Internship	10 EP
Master Thesis*	20 EP

* Dissertation will be written in English in the students' home institution, under the supervision of an Academic from the Students' home institution. For ULiège students, the Master Thesis will be split into 2 ECTS credits for a Master Thesis Methodology Seminar and 18 ECTS credits for the Thesis itself.