

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

Basic Modules 18 EP

- Applied Quantitative Methods (6 EP)
- Multivariate Data Analysis (6 EP)
- Modelling & Decision Making (6 EP)

Compulsory Major Modules 12 EP

- Entrepreneurship (6 EP)
- Strukturgleichungsmodellierung im Marketing (6 EP)

Elective Major Modules* 18 EP

3 modules to be chosen

- Qualitative Methods in Business Research (6 EP)
- Business Development (6 EP)
- Consumer Behavior (6 EP)
- Unternehmensplanspiel (6 EP)
- Digital Management: Hot Topics in Practice (6 EP)
- Hands on Digital Management Research (6 EP)
- Hot Topics des Marketing (6 EP)
- Marketing Controlling (6 EP)
- Branding (6 EP)
- Industriegütermarketing (6 EP)
- Dienstleistungsmarketing (6 EP)
- Entrepreneurial Marketing (6 EP)
- Verhandlungsmanagement (6 EP)
- Relationship Management (6 EP)
- Schwerpunktseminar Marketing (6 EP)

Elective / Minor 12 EP

2 elective modules (6 EP each module) from the whole curriculum

2nd year: Université de Liège 60 EP

Core Curriculum 15 EP

- Seminar on Sustainability and Smart Territories (3 EP)
- Business Ethics & CSR (4 EP)
- Foreign Language (3 EP)
- Skills Portfolio (5 EP)

Major Modules: 15 EP

- Digital Marketing Strategy (5 EP)
- Consumer Behavior (if not attended during the 1st year) (5 EP)

Choose one or two of the following courses:

- Intercultural Marketing (5 EP)
- e-Business and e-Commerce (5 EP)
- Digital Consumer Experience (5 EP)
- Project Management in Marketing (5 EP)

Internship 10 EP
Master Thesis 20 EP**

* It is recommended to take a Seminar module within the major field during the second semester, if possible.

* Dissertation will be written in English in the students' home institution, under the supervision of an Academic from the Students' home institution. For ULiege 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.