

TABLE C: COURSE DISTRIBUTION PER YEAR / PER SEMESTER

Full-Time (12 Months)

A/A	Course Type*	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ semester	Total periods/ semester	ECTS
YEAR 1 : Semester A								
1.	Compulsory	Global Brand Management and Leadership	TBC	6	50min	14	84	10
2.	Compulsory	Strategic Marketing and Psychology in a Digital Era	TBC	6	50min	14	84	10
3.	Compulsory	Digital Tools	TBC	6	50min	14	84	10
YEAR 1 : Semester B								
4.	Compulsory	Digital Retail Environments – New Paths to Purchase	TBC	6	50min	14	84	10
5.	Compulsory	Content Marketing and Campaign Management	TBC	6	50min	14	84	10
6.	Compulsory	Innovation, Creativity and Digital Futures	TBC	6	50min	14	84	10
YEAR 1 : Semester C								

7.	Elective	Digital Marketing Dissertation	TBC	6	50min	14	84	30
8.	Elective	Digital Marketing Consultancy	TBC	6	50min	14	84	30

Part -Time (24 Months)

A/A	Course Type*	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ semester	Total periods/ semester	ECTS
YEAR 1 : Semester A								
1.	Compulsory	Global Brand Management and Leadership	TBC	6	50min	14	84	10
2.	Compulsory	Strategic Marketing and Psychology in a Digital Era	TBC	6	50min	14	84	10
YEAR 1 : Semester B								
3.	Compulsory	Content Marketing and Campaign Management	TBC	6	50min	14	84	10
4.	Compulsory	Digital Tools	TBC	6	50min	14	84	10
YEAR 2 : Semester C								
5.	Compulsory	Innovation, Creativity and Digital Futures	TBC	6	50min	14	84	10

6.	Compulsory	Digital Retail Environments – New Paths to Purchase	TBC	6	50min	14	84	10
YEAR 2 : Semester D								
7.	Elective	Digital Marketing Dissertation	TBC	6	50min	14	84	30
8.	Elective	Digital Marketing Consultancy	TBC	6	50min	14	84	30