

Master in Management, with a professional focus in International Strategic Marketing

Academic Leader: C. Delcourt

1ST YEAR

CORE PROGRAM		MARKETING FOCUS
<i>Compulsory courses</i>	<i>Electives</i>	<i>Compulsory courses</i>
<p><i>Digital Business (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3762-1.html</p> <p><i>Management Information Systems (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/INFO2039-2.html</p> <p><i>Change Management (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3752-1.html</p> <p><i>Corporate Finance (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/FINA0050-1.html</p> <p><i>Entrepreneurship and Innovation (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3754-1.html</p> <p><i>International Management Seminar (4 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST7001-1.html</p> <p><i>Quantitative Methods in Management (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/MQGE0005-5.html</p> <p><i>Strategic Marketing Seminar (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/MARK0781-2.html</p> <p><i>Preparation for Master Thesis and Internship (1 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST6001-1.html</p>	<p><i>Private International Law (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/DROI1310-1.html</p> <p style="text-align: center;">OR</p> <p><i>International and Belgian Taxation (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/DROI0929-2.html</p> <hr/> <p><i>International Strategy (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3029-1.html</p> <p style="text-align: center;">OR</p> <p><i>Managerial Skills Development (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3130-1.html</p> <hr/> <p><i>A language course (3 ECTS).</i> <i>You can choose between French, German, Chinese, Spanish, Italian & Dutch.</i></p>	<p><i>Brand Management (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/MARK0785-1.html</p> <p><i>Marketing Analytics (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/INFO2054-1.html</p> <p><i>Marketing Research (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/MARK0793-1.html</p>

2ND YEAR

CORE PROGRAM		MARKETING FOCUS
Compulsory courses	Electives	Compulsory courses
<p><i>Business Ethics & Corporate Social Responsibility (4 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3753-1.html</p> <p><i>Skills workshops (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GPRO002-1.html</p> <p><i>Master Thesis Methodology (2 ECTS):</i> https://www.programmes.uliege.be/cocoon/20202021/cours/GE ST7004-1.html</p> <p><i>Master Thesis (18 ECTS) & Internship (10 ECTS)</i> https://www.programmes.uliege.be/cocoon/20202021/en/cours/GSTG0014-2.html https://www.programmes.uliege.be/cocoon/20202021/en/cours/GTFE0013-1.html https://www.programmes.uliege.be/cocoon/20202021/en/cours/GTFE8003-1.html</p>	<p><i>Geopolitics and cyberpolitics (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3143-1.html</p> <p style="text-align: center;">OR</p> <p><i>Introduction to family business entrepreneurship (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST3782-1.html</p> <p style="text-align: center;">OR</p> <p><i>Seminar on Sustainability and Smart Territories (3 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/GEST1076-1.html</p> <hr/> <p><i>A language course (3 ECTS).</i> You can choose between French, German, Chinese, Spanish, Italian & Dutch.</p>	<p><i>Consumer Behaviour (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/MARK0794-1.html</p> <p><i>Digital Marketing Strategy (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20192020/en/cours/MARK0797-1.html</p> <p>One elective to choose from:</p> <p><i>Digital Consumer Experience (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20202021/cours/MARK9201-1.html</p> <p style="text-align: center;">OR</p> <p><i>eBusiness and eCommerce (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20202021/cours/GEST3032-1.html</p> <p style="text-align: center;">OR</p> <p><i>International Marketing (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20202021/en/cours/GEST3032-1.html</p> <p style="text-align: center;">OR</p> <p><i>Services Marketing and Management (5 ECTS):</i> https://www.programmes.uliege.be/cocoon/20202021/en/cours/MARK0786-1.html</p>