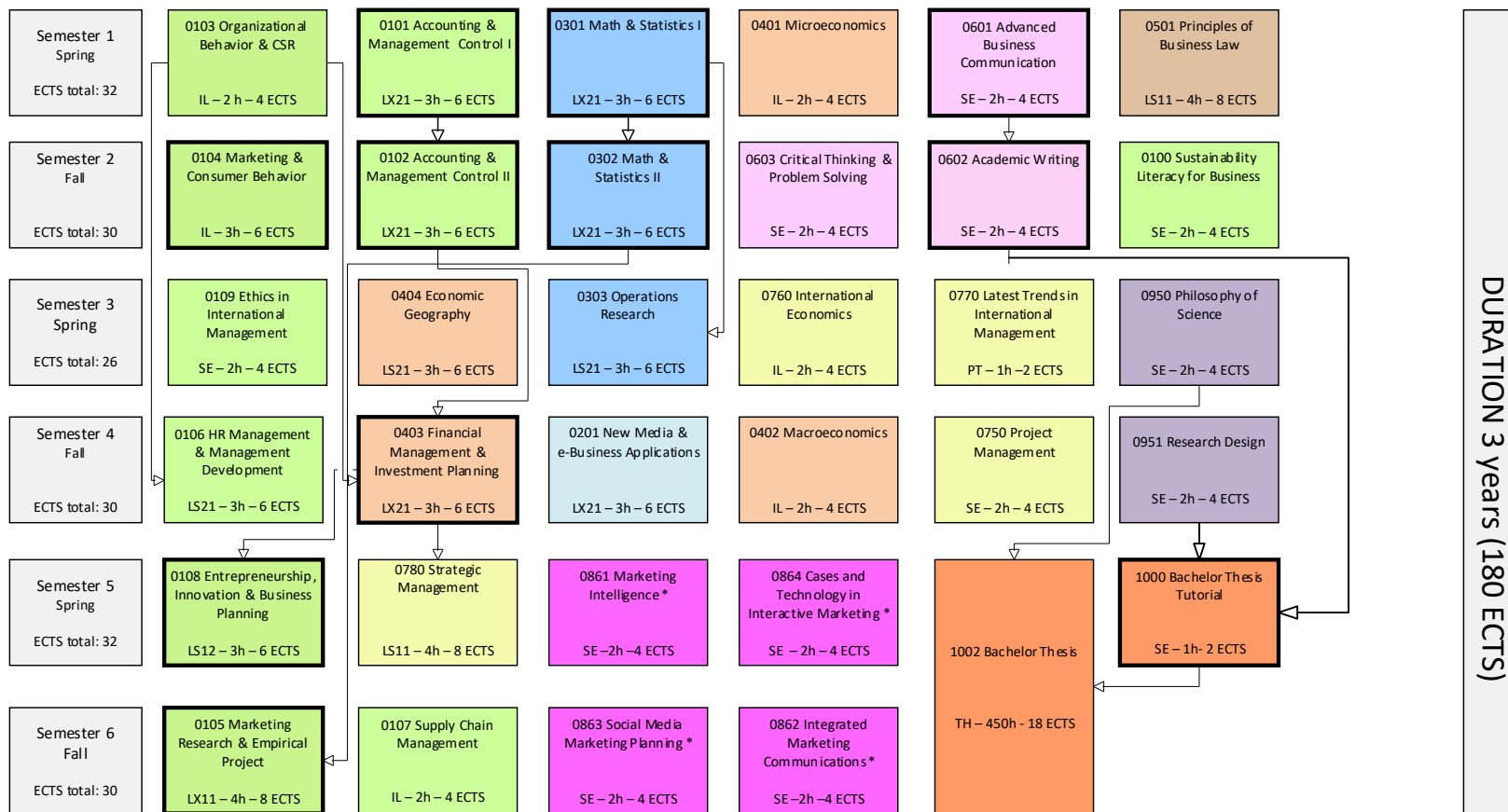


Bachelor of Science (131 BSc)

Specialization II: Interactive Marketing - Spring Intake



DURATION 3 years (180 ECTS)

I: Business Administration – 54 ECTS	V: Law – 8 ECTS	VIII: Major Interactive Marketing – 16 ECTS
II: Information Management – 6 ECTS	VI: Communication Skills – 12 ECTS	
III: Quantitative Methods – 18 ECTS	VII: International Management – 18 ECTS	IX: Principles of Science – 8 ECTS
IV: Economics & Financial Management – 20 ECTS	X: Bachelor Thesis – 20 ECTS	

Legend:

- Prerequisites
- IL – Interactive Lecture SE – Seminar PT – Practical Training
- LS – Lecture/Seminar LX – Lecture/Exercise
- ☐ – Courses offered every semester
- * – Major courses, may be subject to change