

Program (Taught modules)**first semester**

Unit	Module
Basic unit	Marketing information systems
	marketing research
	Consumer behaviour
Methodological unit	Services Marketing
	Communication
Exploratory unit	Consumer Protection Law
Horizontal unit	Foreign language

Second semester

Unit	Module
Basic unit	Strategic Marketing
	International marketing
	E-Marketing
Methodological unit	Database analysis
	End of study report
Exploratory unit	Competition law
Horizontal unit	Foreign language