

## Marketing Management Exchange Programme Semester 1 (Autumn)

Programme	EC
Semester 1 Exchange Students	24
□ Block: Marketingplanning; analysis	12
▫ CIVB20MKT1 - Marketing Planning Analysis	4
▫ CIVB18FAC - Financial Accounting	2
▫ CIVB20DST - Design Thinking	3
▫ CIVB18INT - International Dimension	3
□ Block: Marketingplanning; decisions	12
▫ CIVB18IPA10 - Integrated Project Assignment 10	3
▫ CIVB20MKT2 - Marketing Planning Decisions	4
▫ CIVB18BCO - Business Communication	2
▫ CIVB18RES1 - Research 1	2
▫ CIVB19PD - Personal Development	1
Electives	6
<i>one of following courses</i>	
□ Elective English Speaking Skills	6
▫ LCK-20ENGSK1 - English Speaking Skills 1	3
▫ LCK-20ENGSK2 - English Speaking Skills 2	3
□ Elective Change Management	6
▫ CIVB18CHM1 - Change Management 1	3
▫ CIVB18CHM2 - Change Management 2	3