

MSc in Marketing Management 2025–26

Term 1	Core	20
Term 2	Skills & Study Tours	5
Term 2	Specialised	15
Term 3	Elective	14
	Master Project	6
		60

→ <u>AI Applications for Business</u>	Free Elect	→ <u>Data Analysis for Business Managers</u>	Free Elect
→ <u>AI Superpowers for Marketing Mastery</u>	MKT Elect	→ <u>Data-Driven Prototyping with AI</u>	Free Elect
→ <u>Agile Management: How to manage projects and products</u>	Free Elect	→ <u>Developing Business Models for Impact</u>	Free Elect
→ <u>B2B Sales</u>	MKT Elect	→ <u>Development Tools for Web & Mobile Apps</u>	Free Elect
→ <u>Banking & Financial Markets</u>	Free Elect	→ <u>Digital Leadership in the Era of AI</u>	Free Elect
→ <u>Brand/Communication Immersion Program, Profession in Action</u>	MKT Skills	→ <u>Digital Marketing (4 ECTS)</u>	CORE
→ <u>Brand-Driven Strategic Management (5 ECTS)</u>	CORE	→ <u>Digital Marketing Performance</u>	MKT Elect
→ <u>Business in Society (4 ECTS)</u>	CORE	→ <u>Digital Product Management</u>	Free Elect
→ <u>Challenge Based Innovation for Artificial Intelligence (CBI4AI)</u>	Free Elect	→ <u>Equality and Human Rights in Business</u>	Free Elect
→ <u>Conscientious Marketing and MarTech Ethical Challenges (intensive) (3 ECTS)</u>	Specialized	→ <u>Excellent Consulting</u>	Free Elect
→ <u>Consulting Insights: Strategies for Success</u>	Free Elect	→ <u>Family Business Management</u>	Free Elect
→ <u>Creating Successful International Marketing Strategies</u>	Free Elect	→ <u>Finance for Marketing & Sales Managers</u>	MKT Elect
		→ <u>Gateway seminar: e-Commerce & Technology</u>	MKT Skills

→ <u>Gateway seminar: Fashion</u>	MKT Skills	→ <u>Monetization: Mastering the Journey from Customers to Cash (3 ECTS)</u>	Specialized
→ <u>Gateway seminar: Health</u>	MKT Skills	→ <u>Mastering Modern Luxury</u>	MKT Elect
→ <u>Gateway seminar: Sports</u>	MKT Skills	→ <u>Project Management</u>	Free Elect
→ <u>Global Supply Chain</u>	Free Elect	→ <u>Re-Imagining Capitalism</u>	Free Elect
→ <u>Global Value Chains, Sustainability and Innovation</u>	Free Elect	→ <u>Recommender Systems</u>	Free Elect
→ <u>Implementing Integrated Communications</u>	MKT Elect	→ <u>Sales/Consulting Immersion Program, Profession in Action</u>	MKT Skills
→ <u>In Search of Principles for a Life Philosophy</u>	Free Elect	→ <u>Social Entrepreneurship & Impact Investment</u>	Free Elect
→ <u>Innovation and Marketing of New Products</u>	Specialized	→ <u>Social Media Analytics (3 ECTS)</u>	Specialized
→ <u>Introduction to Machine Learning</u>	Free Elect	→ <u>Strategic Key Account Management</u>	MKT ELECT
→ <u>Leading with Impact: Developing Your Leadership Skills, Becoming a Leader</u>	Free Elect	→ <u>Strategic Management of Disruptive Innovation & Exponential Technologies</u>	Free Elect
→ <u>Managing Luxury Brands</u>	MKT Elect	→ <u>Sustainable Finance and Impact Investment</u>	Free Elect
→ <u>Managing risk as sustainability strategy</u>	Free Elect	→ <u>Sustainability Management in Practice</u>	Free Elect
→ <u>Marketing Strategy (3 ECTS)</u>	CORE	→ <u>The Art of Strategic Decision-Making</u>	Free Elect
→ <u>Marketing Analytics in the Digital Era (3 ECTS)</u>	Specialized	→ <u>Understanding & Influencing Consumers (4 ECTS)</u>	CORE
→ <u>Master Project: Business Plan</u>	TFM		
→ <u>Master Project: In Company</u>	TFM		
→ <u>Master Project: Thesis</u>	TFM		