

Master General Management Double Degree ESC Troyes - JKU Linz

Recommended Study Plan JKU Students

Competence Area "Marketing and Global Marketing in a Digital World"

1. Semester		2. Semester		3. Semester		4. Semester	
Courses JKU	ECTS	Courses JKU	ECTS	Courses ESC/YSchools	ECTS	Courses ESC/YSchools	ECTS
Marketing Management	6	Advanced Topics in B2B-Marketing <i>Prerequisite: Marketing Management</i>	2	Spécialisation	30	Spécialisation	5 / 0
Creating Strategic Advantages	6	Marketing Instruments <i>Prerequisite: Marketing Management</i>	4			Internship/Stage (incl. Master's Thesis)	25 / 30
Advances in Leadership, Human Resource Management, and Change	6	Relationship Marketing <i>Prerequisite: Marketing Management</i>	2				
Managerial Accounting	6	Global Marketing Management <i>Prerequisite: Marketing Management</i>	6				
Introduction to Digital Transformation and Technologies	6	Qualitative Research Methods Quantitative Research Methods	6				
		Interpersonal Skills and Intercultural Competence	4				
		Free Electives	6				
Courses without prerequisites							
30		30		30		0	
						Total	120