

Faculty of Economics and Business Administration

Master of Science in Business Economics -- Marketing

Language of instruction: English

Programme version 8

1 General Courses 6 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000442 Strategic Management Johan Verrue -- Department of Marketing, Innovation and Organisation	6		1	A:1	180

2 Courses Related to the Main Subject 33 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000695 Consumer Behaviour Maggie Geuens -- Department of Marketing, Innovation and Organisation	6		1	A:1	180
2	F000696 Market Research Methods Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation	6		1	A:1	180
3	F001003 Business Marketing Willem Standaert -- Department of Marketing, Innovation and Organisation	3		1	A:2	90
4	F000698 Marketing Communication Gudrun Roose -- Department of Marketing, Innovation and Organisation	6		1	A:1	180
5	F000875 Business Development and Strategic Selling Fred Lemke -- Department of Marketing, Innovation and Organisation	3		1	A:2	90
6	F000937 Digital Marketing Gudrun Roose -- Department of Marketing, Innovation and Organisation	6		1	A:2	180
7	F000877 Marketing in Practice Anneleen Van Kerckhove -- Department of Marketing, Innovation and Organisation	3		1	A:2	90

3 Elective Courses 6 credits

Subscribe to 6 credit units from no less than 1 and no more than 2 modules from the following list. Subject to approval by the faculty.

3.1 Program-Specific Elective Courses

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000889 Internship [nl, en] Frederik Gailly	6		1	A:J	180
2	F000640 Audit Anschi De Wolf -- Department of Accounting, Corporate Finance and Taxation	6		1	A:1	180
3	F000688 Management Control Sophie Hoozée -- Department of Accounting, Corporate Finance and Taxation	6		1	A:2	180
4	F000689 International Financial Reporting Standards Philippe Van Cauwenberge -- Department of Accounting, Corporate Finance and Taxation	6		1	A:1	180
5	F000690 Research Methods in Accounting Sophie Maussen -- Department of Accounting, Corporate Finance and Taxation	6		1	A:1	180
6	F000870 Consolidation Philippe Van Cauwenberge -- Department of Accounting, Corporate Finance and Taxation	3		1	A:2	90
7	F000871 International Standards on Auditing Anschi De Wolf -- Department of Accounting, Corporate Finance and Taxation	3		1	A:2	90
8	F000691 Research Methods in Corporate Finance Tom Vanacker -- Department of Accounting, Corporate Finance and Taxation	6		1	A:1	180

9	F000738	Valuation and Financial Risk Management Leentje Moortgat -- Department of Accounting, Corporate Finance and Taxation	6	1	A:1	180
10	F000693	Advanced Corporate Finance Klaas Mulier -- Department of Accounting, Corporate Finance and Taxation	6	1	A:2	180
11	F000694	Advanced Financial Statement Analysis Heidi Vander Bauwhede -- Department of Accounting, Corporate Finance and Taxation	6	1	A:1	180

3.2 General Elective Courses

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000683	Investment Analysis Michael Frömmel -- Department of Economics	6	1	A:1	180
2	F000890	Financial Modelling Klaas Mulier -- Department of Accounting, Corporate Finance and Taxation	6	1	A:2	180
3	F000802	Big Data Dirk Van den Poel -- Department of Marketing, Innovation and Organisation	6	1	A:1	180
4	F000706	Advanced Production Management Veronique Limère -- Department of Business Informatics and Operations Management	6	1	A:2	180
5	F000707	Project Management Mario Vanhoucke -- Department of Business Informatics and Operations Management	6	1	A:1	180
6	F000899	Quality Management Dries Goossens -- Department of Business Informatics and Operations Management	6	1	B:1	180
7	F000751	Economic Globalisation Samuel Standaert -- Department of Economics	6	1	A:2	180
8	F000752	Environmental Economics and Policy [nl] Brent Bleys -- Department of Economics	6	1	A:2	180
9	F000750	Labour and Employment [nl] Stijn Baert -- Department of Economics	6	1	A:1	180
10	F000765	Monetary Theory and Policy [nl] Gert Peersman -- Department of Economics	6	1	A:1	180
11	F000939	Advanced Income Taxation [nl] Inge Van De Woestyne -- Department of Interdisciplinary Study of Law, Private Law and Business Law	6	1	A:1	180
12	F000940	Advanced Corporate Taxation [nl] Inge Van De Woestyne -- Department of Interdisciplinary Study of Law, Private Law and Business Law	6	1	A:1	180
13	F000868	Advanced VAT-Law [nl] Johan Van Der Paal -- Department of Accounting, Corporate Finance and Taxation	6	1	A:1	180
14	F000838	International and European Taxation Patrick Derthoo -- Department of Accounting, Corporate Finance and Taxation	3	1	A:2	90
15	F000837	Local and Regional Taxes [nl] Annelies Roggeman -- Department of Accounting, Corporate Finance and Taxation	3	1	A:1	90
16	F000839	Tax Procedure [nl] Johan Speecke -- Department of Accounting, Corporate Finance and Taxation	3	1	A:2	90
17	F000840	Legislation on Succession and Registration [nl] Bart Verdickt -- Department of Accounting, Corporate Finance and Taxation	3	1	A:2	90
18	F000841	Deontology [nl] Ingrid De Poorter -- Department of Accounting, Corporate Finance and Taxation	3	1	A:2	90
19	F000911	Advanced Accounting Law [nl, en] Koen De Grave -- Department of Accounting, Corporate Finance and Taxation	5	1	A:1	150
20	F000920	Networks in Socio-Economic Systems Luis Enrique Correa da Rocha -- Department of Economics	6	1	A:2	180
21	F000935	Ecological Economics Brent Bleys -- Department of Economics	6	1	A:2	180
22	H002169	Powerful Learning Environments [nl] Bram De Wever -- Department of Educational Studies	6	1	A:1	180
23	H002196	Classroom Management and Reflection [nl] Melissa Tuytens -- Department of Educational Studies	4	1	A:2	120
24	H002197	The Teacher within School and Society [nl] Melissa Tuytens -- Department of Educational Studies	4	1	A:1	120

4 Master's Dissertation 15 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000878 Master's Dissertation [en, nl]	15		1	A:J	450

Teaching

When a course is not taught (solely) in the programme's language of instruction, the effectively used languages are indicated in square brackets following the course name, using the following ISO codes:

bg: Bulgarian	de: German	es: Spanish	ja: Japanese	pl: Polish	sh: Croatian/Serbian	zh: Chinese
cs: Czech	el: Greek	fr: French	nl: Dutch	pt: Portuguese	sl: Slovene	
da: Danish	en: English	it: Italian	no: Norwegian	ru: Russian	sv: Swedish	

Semester

Semesters are indicated by their number (1 or 2); semester 3 represents the summer period and J indicates a course spanning semesters 1 and 2. When a capital letter precedes a semester number, the course has multiple offerings. The letter indicates the offering concerned.

When a semester is shown in brackets, the course is not offered this year in the specific offering.

The offering frequency and first year of offering are indicated by the following codes:

a: bi-annually	c: annually, from 2025-2026	f: annually, from 2026-2027	i: annually, from 2027-2028
b: tri-annually	d: bi-annually, from 2025-2026	g: bi-annually, from 2026-2027	j: bi-annually, from 2027-2028
	e: tri-annually, from 2025-2026	h: tri-annually, from 2026-2027	k: tri-annually, from 2027-2028