

Faculty of Economics and Business Administration

Master of Science in Business Economics -- Marketing

Language of instruction: English

Programme version 9

1 General Courses 6 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000442 Strategic Management <i>Johan Verrue -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	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 <i>Maggie Geuens -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 75	6		1	A:1	180
2	F000696 Market Research Methods <i>Hendrik Slabbinck -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	6		1	A:1	180
3	F001003 Business Marketing <i>Willem Standaert -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 15	3		1	A:2	90
4	F000698 Marketing Communication <i>Gudrun Roose -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 75	6		1	A:1	180
5	F000875 Business Development and Strategic Selling <i>Andreas Munzel -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	3		1	A:2	90
6	F000937 Digital Marketing <i>Gudrun Roose -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 51	6		1	A:2	180
7	F000877 Marketing in Practice <i>Anneleen Van Kerckhove -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	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] <i>Frederik Gailly</i> Indicative price: unknown	6		1	A:J	180
2	F000640 Audit <i>Vincent Compagnie -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	6		1	A:1	180
3	F000688 Management Control <i>Sophie Hoozée -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 37	6		1	A:2	180

4	F000689	International Financial Reporting Standards <i>Philippe Van Cauwenberge -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 55	6	1	A:1	180
5	F000690	Research Methods in Accounting <i>Sophie Maussen -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	6	1	A:1	180
6	F000870	Consolidation <i>Philippe Van Cauwenberge -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 55	3	1	A:2	90
7	F000871	International Standards on Auditing <i>Vincent Compagnie -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	3	1	A:2	90
8	F000691	Research Methods in Corporate Finance <i>Tom Vanacker -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	6	1	A:1	180
9	F000738	Valuation and Financial Risk Management <i>Leentje Moortgat -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	6	1	A:1	180
10	F000693	Advanced Corporate Finance <i>Tom Vanacker -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	6	1	A:2	180
11	F000694	Advanced Financial Statement Analysis <i>Heidi Vander Bauwhede -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 75	6	1	A:1	180

3.2 General Elective Courses

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000683 Investment Analysis <i>Michael Frömmel -- Department of Economics</i> Indicative price: € 30	6		1	A:1	180
2	F000890 Financial Modelling <i>Klaas Mulier -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	6		1	A:2	180
3	F000802 Big Data <i>Dirk Van den Poel -- Department of Marketing, Innovation and Organisation</i> Indicative price: € 0	6		1	A:1	180
4	F000706 Advanced Production Management <i>Veronique Limère -- Department of Business Informatics and Operations Management</i> Indicative price: € 120	6		1	A:2	180
5	F000707 Project Management <i>Mario Vanhoucke -- Department of Business Informatics and Operations Management</i> Indicative price: € 75	6		1	A:1	180
6	F000899 Quality Management <i>Dries Goossens -- Department of Business Informatics and Operations Management</i> Indicative price: € 0	6		1	B:1	180
7	F000751 Economic Globalisation <i>Samuel Standaert -- Department of Economics</i> Indicative price: € 0	6		1	A:2	180
8	F000752 Environmental Economics and Policy [nl] <i>Brent Bleys -- Department of Economics</i> Indicative price: € 55	6		1	A:2	180
9	F000750 Labour and Employment [nl] <i>Stijn Baert -- Department of Economics</i> Indicative price: € 9	6		1	A:1	180
10	F000765 Monetary Theory and Policy [nl] <i>Gert Peersman -- Department of Economics</i> Indicative price: € 0	6		1	A:1	180
11	F000939 Advanced Income Taxation [nl] <i>Inge Van De Woestyne -- Department of Interdisciplinary Study of Law, Private Law and Business Law</i> Indicative price: € 84	6		1	A:1	180

12	F000940	Advanced Corporate Taxation [nl] <i>Inge Van De Woesteyne -- Department of Interdisciplinary Study of Law, Private Law and Business Law</i> Indicative price: € 79	6	1	A:1	180
13	F000868	Advanced VAT-Law [nl] <i>Bram Fouache -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 40	6	1	A:1	180
14	F000838	International and European Taxation <i>Patrick Derthoo -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	3	1	A:2	90
15	F000837	Local and Regional Taxes [nl] <i>Annelies Roggeman -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 55	3	1	A:1	90
16	F000839	Tax Procedure [nl] <i>Annick Visschers -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	3	1	A:2	90
17	F000840	Legislation on Succession and Registration [nl] <i>Bart Verdickt -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 0	3	1	A:2	90
18	F000841	Deontology [nl] <i>Ingrid De Poorter -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: unknown	3	1	A:2	90
19	F000911	Advanced Accounting Law [nl, en] <i>Koen De Grave -- Department of Accounting, Corporate Finance and Taxation</i> Indicative price: € 50	5	1	A:1	150
20	F000935	Ecological Economics <i>Brent Bleys -- Department of Economics</i> Indicative price: € 0	6	1	A:2	180
21	H002476	Powerful Learning Environments [nl] <i>Bram De Wever -- Department of Educational Studies</i> Indicative price: € 50	6	1	A:1	180
22	H002478	The Student: Development and Motivation [nl] <i>Wim Beyers -- Department of Developmental, Personality and Social Psychology</i> Indicative price: € 75	6	1	A:1	180
23	H002477	The Teacher within Class, School and Society [nl] <i>Melissa Tuytens -- Department of Educational Studies</i> Indicative price: € 50	6	1	A:2	180

4 Master's Dissertation 15 credits

Nr	Course	CRDT	Ref	MT1	Session	Study
1	F000878 Master's Dissertation [en, nl] Indicative price: € 0	15		1	A:J	450

Programme related study costs

None

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 2026-2027	f: annually, from 2027-2028	i: annually, from 2028-2029
b: tri-annually	d: bi-annually, from 2026-2027	g: bi-annually, from 2027-2028	j: bi-annually, from 2028-2029
	e: tri-annually, from 2026-2027	h: tri-annually, from 2027-2028	k: tri-annually, from 2028-2029

Learning materials

The prices stated are indicative and subject to fluctuations.

The list of learning materials per course unit can be found in the course sheets.