

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: unknown | 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: € 36 | 6 | | 1 | A:1 | 180 |
| 5 | F000875 Business Development and Strategic Selling <i>Fred Lemke -- 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>Anschi De Wolf -- 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 |

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| 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>Anschi De Wolf -- 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>Klaas Mulier -- 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: unknown | 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 |

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|----|---------|--|---|---|-----|-----|
| 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>Johan Van Der Paal -- 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>Johan Speecke -- 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: € 87 | 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.