



# MSc Marketing

## Modules of the specialization:

Project Management  
Human Resource Management  
Fundamentals of Management  
Finance and Economics  
Lean Management  
Marketing Tools and Principles  
Marketing Communication and  
PR, Copywriting  
Digital Marketing  
Optional Module (1)  
Optional Module (2)

**The MSc Marketing** specialization will provide students with advanced knowledge in communicating with customers, running marketing campaigns, all in a variety of interfaces. The business and marketing environment is now expanding to the online environment, so it is necessary to learn the principles and tools of marketing communication with an orientation also in the field of digital marketing.

**The MSc Marketing** includes the following beyond the basic and optional modules: Marketing Tools and Principles, Marketing Communication and PR, Copywriting and Digital Marketing.

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Master of Science