

**Post-graduate Specialist Diploma Programme in Marketing Management**  
**Curriculum (from the academic year 2018-2019)**  
**full time programme**

semester	Subject	contact hours per semester	credits	assessment methods	type of subject
<b>1st</b>	Research Methodology	30	0	Mid-term	mandatory
	Business Communication	30	3	Mid-term	mandatory
	Business Informatics	30	3	Mid-term	mandatory
	Consumer and Organizational Behavior	30	3	Exam	mandatory
	Finance and Accounting	30	3	Exam	mandatory
	Marketing and Fundamentals of Marketing Research	30	3	Exam	mandatory
	Marketing Management	30	3	Exam	mandatory
	Modern Economics	30	3	Exam	mandatory
	Service Marketing	30	3	Exam	mandatory
	Statistics	30	3	Mid-term	mandatory
	Strategic Management and Business Planning	30	3	Exam	mandatory
		<b>330</b>	<b>30</b>		
<b>2nd</b>	Advanced Academic Reading and Writing	30	0	Mid-term	mandatory
	Branding	30	3	Exam	mandatory
	Features of the Marketing Sector	30	2	Exam	mandatory
	Integrated Marketing Communication	30	3	Exam	mandatory
	Management of Marketing Channels	30	3	Exam	mandatory
	Marketing Planning	30	3	Mid-term	mandatory
	Marketing Strategy	30	3	Exam	mandatory
	Quantitative and Qualitative Research	30	3	Mid-term	mandatory
	Thesis consultation	2	2	Mid-term	mandatory
	Thesis	0	8	Mid-term	mandatory
		<b>242</b>	<b>30</b>		

	Total number of contact hours	Credits
<b>PG Programme</b>	<b>572</b>	<b>50</b>
<b>Thesis</b>	<b>0</b>	<b>10</b>
<b>Total</b>	<b>572</b>	<b>60</b>