

## Curricular Structure and Study Plan

1. **Teaching institution:**  
HIGHER INSTITUTE FOR BUSINESS COMMUNICATION
  
2. **Organic unit (faculty, school, institute, etc.):**  
HIGHER INSTITUTE FOR BUSINESS COMMUNICATION
  
3. **Course:** MSc Strategic Marketing
  
4. **Degree or diploma:** MASTER
  
5. **Main scientific area of the course:** Marketing
  
6. **Number of credits required, according to the European system for transfer and accumulation of credits, to obtain the degree or diploma:** 120 credits
  
7. **Normal duration of the course:** 4 semesters = 2 years
  
8. Scientific areas and credits, which have to be achieved in order to obtain the degree or diploma:

Scientific area	Acronyms	Credits
		Mandatory
Marketing	MKT	102
Economics and Management	EG	6
Quantitative Methods	MQ	12
<b>TOTAL</b>	-	<b>120</b>

### Syllabus:

Institute of Business Communication  
MSc Strategic Marketing  
Degree: Master  
1st Year

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Advanced Marketing	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Strategic Marketing	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Corporate Social Responsibility	EG	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Customer Relationship Management and Marketing Intelligence	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Web Marketing	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Research Methods I (Data Analysis)	MQ	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Key Account Management	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Reputation Management and Organizational Competitiveness	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Research Methods II (Techniques of Empirical Research)	MQ	Trimestrial	150	TP: 30; OT: 3	6 ECTS
Seminar Thesis Project	MKT	Trimestrial	150	TP: 30; OT: 3	6 ECTS

Institute of Business Communication  
MSc Strategic Marketing  
Degree: Master  
2nd Year

Curricular Units	Scientific Area	Type	Working hours		Credits
			Total	Contact	
(1)	(2)	(3)	(4)	(5)	(6)
Dissertation	MKT	Annual	1500	OT: 20	60 ECTS