

Double Degree Study Plan 2021/22

140.5 ECTS credits

Università Commerciale Luigi Bocconi
WU Vienna

M.Sc Marketing Management
MSc Marketing



FIRST YEAR			SECOND YEAR		
Coursework at Bocconi for Bocconi M.Sc Marketing Management students pursuing the Double Degree program with WU:			Coursework at WU for Bocconi M.Sc Marketing Management students pursuing the Double Degree program with WU:		
Course title	ECTS credits	Semester	Course title	ECTS credits	Semester
Strategic Marketing and Marketing Plan – Module 1	6	1 st	Marketing Study Project	7.5	3 rd and 4 th
Channel Marketing	6	1 st	Marketing 360 degrees (previously Marketing and Society Interface)	5	4 th
Industry Analysis	8	1 st	Business Software Skills	5	3 rd
Understanding Consumer – Module 1	5	1 st	Personal Skills	5	4 th
Understanding Consumer – Module 2	7	1 st	<i>In Electives (choice of 4 electives)</i>		
Behavioural Skills Seminars	2	1 st	Current Challenges in Digital Marketing	20	3 rd
Strategic Marketing and Analytics – Module 2	6	2 nd	Marketing for a Better World		
Market Research	6	2 nd	Advanced Topics in Marketing		
Product Innovation and Market Creation	5	2 nd	Total ECTS credits	42.5	
Brand Management	5	2 nd	<p style="text-align: center;">Internship (8 ECTS credits)</p> <hr/> <p style="text-align: center;">Master Thesis (20 ECTS credits)</p>		
Legal Issues in Marketing	6	2 nd			
Foreign Language I	2	1 st /2 nd			
Foreign Language II	4	1 st /2 nd			
Enhancing Experience	2	1 st /2 nd			
Total ECTS credits	70				

Additional Information

In order to be awarded both degrees, the following requirements apply:



Foreign Languages (6 ECTS credits)	Internship (8 ECTS credits)	Thesis (20 ECTS credits)
<p>Students have to pass two foreign language exams. The two languages will be English (at C1 business level) and Italian (at A2 level), unless Italian is a student's mother tongue.</p> <p>Students who are Italian native speakers (passport holders) have to choose German, Spanish or French as second foreign language and the chosen language must not be (one of) their mother tongue(s). B1 is the minimum level required, but students can also select a higher level (B2 business or C1 business) if desired.</p>	<p>In order to be awarded both degrees, students are required to complete a full-time internship of at least 10 weeks (paid or unpaid). The internship can be in Italy, Austria, or anywhere else in the world, and should preferably be completed in the break between year 1 and year 2.</p> <p>The internship will have to be formally recognized and approved by the Master of Science (Laurea Magistrale) director at Bocconi.</p>	<p>Students are required to write a thesis during the second year of their studies. All students need a thesis supervisor. Bocconi students will have a supervisor at Bocconi and a co-supervisor at WU.</p> <p>All students will have to defend their theses at Bocconi at one of the four official graduation sessions available throughout the year (tentatively July, October, December and March).</p>