

Double Degree Study Plan 2023/24 – 2024/25

140.5 ECTS credits

Università Commerciale Luigi Bocconi
WU Vienna

M.Sc Marketing Management
MSc Marketing



FIRST YEAR - Coursework at Bocconi (2023/24)			SECOND YEAR - Coursework at WU (2024/25)		
Course title	ECTS credits	Semester	Course title	ECTS credits	Semester
Strategic Marketing and Analytics (Data & Analytics for Strategic Marketing Decisions) – Module 1	8	1 st	Marketing Study Project (<i>starts in January and ends in June</i>)	7.5	3 rd plus 4 th
Channel Marketing (Trade Evolution, Analysis and Planning)	6	1 st	Marketing 360 degrees	5	4 th
Industry Analysis (Industrial Economics and Economics of Innovation)	8	1 st	<i>In Electives (choice of 6 electives from the following 3 study areas)</i>		
Understanding Consumer (Consumer Behaviour and CCT) – Module 1	5	1 st	Current Challenges in Digital Marketing	30	3 rd
Understanding Consumer (Consumer Behaviour and CCT) – Module 2	5	1 st	Marketing for a Better World		
Behavioural Skills Seminars	2	1 st	Advanced Topics in Marketing		
Strategic Marketing and Analytics (Web Analytics) – Module 2	6	2 nd	Total ECTS credits	42.5	
Market Research and Business Forecasting	6	2 nd			
Innovation in the Data Economy	5	2 nd			
Brand Management	5	2 nd			
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				
Internship (8 ECTS credits)					
Master Thesis (20 ECTS credits)					

Additional Information

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



Foreign Languages	Internship	Thesis
<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). For German, Spanish or French 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 8 continuous weeks (paid or unpaid). For part-time internships (20 hours/week), the minimum is 11 continuous weeks. The internship can be in Italy, Austria, or anywhere else in the world. The internship has to be completed after the bachelor's degree and before the MSc graduation, preferably in the break between year 1 and year 2. Internships completed between the bachelor's and master's studies are acceptable.</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. Bocconi students going to WU will have two thesis supervisors: one at Bocconi and one at WU.</p> <p>Students should find their supervisors at the earliest possible time, in order to finish the process together with their cohort in the summer of their second year.</p> <p>Students have to submit their thesis at WU and Bocconi. The thesis will be approved and graded by both institutions individually.</p> <p>All students will have to defend their thesis at Bocconi at one of the four official graduation sessions available throughout the year (tentatively July, October, December and March).</p> <p>Bocconi students who want to finish the double degree program within four semesters and who want to take part in the optional graduation ceremony (Sponsorship) at WU in October/November have to defend their thesis at Bocconi in the July graduation session.</p> <p>Alternatively, Bocconi students can defend their thesis at Bocconi in the October graduation session and graduate in absentia at WU as soon as all their study elements are completed. In this case, they have to contact WU's International Office in order to prolong their studies at WU for one semester.</p>