

# Double Degree Study Plan 2021/22

138.5 ECTS credits

WU Vienna

Università Commerciale Luigi Bocconi

MSc Marketing

M.Sc Marketing Management



## FIRST YEAR

Coursework at WU for WU Marketing students pursuing the Double Degree program with Università Commerciale Luigi Bocconi:

Course title	ECTS credits	Semester
Customer-Centric Management	7.5	1 <sup>st</sup>
Consumer and Buyer Behavior	5	1 <sup>st</sup>
Global Marketing Strategy	5	1 <sup>st</sup>
Marketing Research Design and Analysis	7.5	1 <sup>st</sup>
The Role of Marketing in a Knowledge-Based Society	2.5	1 <sup>st</sup>
Presenting or Negotiating in a Foreign Language	5	1 <sup>st</sup>
Marketing Metrics and Performance Measurement	5	2 <sup>nd</sup>
New Product Development and Brand Management	7.5	2 <sup>nd</sup>
Marketing Communications	7.5	2 <sup>nd</sup>
Marketing Engineering and Marketing Models	5	2 <sup>nd</sup>
Personal Skills	5	2 <sup>nd</sup>
<b>Total ECTS credits</b>	<b>62.5</b>	

## SECOND YEAR

Coursework at Bocconi for WU Marketing students pursuing the Double Degree program with Università Commerciale Luigi Bocconi:

Course title	ECTS credits	Semester
Industry Analysis (Industrial Economics and Economics of Innovation)	8	3 <sup>rd</sup>
Behavioural Skills Seminars	2	3 <sup>rd</sup>
Strategic Marketing and Analytics – Module 2	6	4 <sup>th</sup>
Legal Issues in Marketing	6	4 <sup>th</sup>
Foreign Language I	2	3 <sup>rd</sup> /4 <sup>th</sup>
Foreign Language II	4	3 <sup>rd</sup>
Enhancing Experience	2	3 <sup>rd</sup> /4 <sup>th</sup>
<i>In Electives</i>		
Three electives (6 ECTS credits per course) are to be selected from the courses offered in this master's program and must be marketing-related and require an examination to complete	18	3 <sup>rd</sup> /4 <sup>th</sup>
<b>Total ECTS credits</b>	<b>48</b>	

**Internship (8 ECTS credits)**

**Master Thesis (20 ECTS credits)**

## Additional Information

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



Foreign Languages (6 ECTS credits)	Internship (8 ECTS credits)	Master Thesis (20 ECTS credits)
<p>WU 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>WU 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 continuous weeks (paid or unpaid). For part-time internships (20 hours/week), the minimum is 16 continuous weeks.* The internship can be in Italy, Austria, or anywhere else in the world. The Internship has to be fulfilled after the bachelor 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>* Due to Covid-19 the minimum duration of internships until 31/12/2021 has been reduced to 8 weeks (full-time) and 11 weeks (part-time).</p>	<p>Students are required to write a master thesis during the second year of their studies. All students need a thesis supervisor. WU students going to Bocconi will have a supervisor at Bocconi and where possible a co-supervisor at WU.</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>WU students, who want to finish the Master of Science in Marketing program at WU within four semesters, have to defend their thesis at Bocconi in the October graduation session.</p> <p>WU students, who want to take part in the graduation ceremony (Sponson) at WU, have to defend their thesis at Bocconi in the July graduation session.</p>