

International Marketing Management Exchange Programme Semester 2 (Spring)

Programme

	EC
Semester 2 Exchange Students	25
▫ CIVB22MKA - Marketing Analysis	5
▫ CIVB20IPA7 - Integrated Project Assignment 7	5
▫ CIVB26EPI6 - Professional Identity 6	3
▫ CIVB20STM - Strategic Marketing	5
▫ CIVB20IPA8 - Integrated Project Assignment 8	5
▫ CIVB26PI7 - Professional Identity 7	2
Electives	5
<i>one of following courses</i>	
▫ Elective Innovation Lab	5
<i>selection of following courses</i>	
▫ CIVB24INL - Innovation Lab	5
▫ Elective Change Management	5
<i>selection of following courses</i>	
▫ CIVB20CHM - Change Management	5