

## Double Degree with Corvinus University

### MSc Marketing (CPBS) → MSc Marketing (Corvinus)

	Course	ECTS
<b>SEMESTER 1</b>		
at Católica Porto Business School	Marketing in the Digital Era	6
	Advertising	3
	Brand Management	6
	Consumer Behaviour	3
	Market Research I	6
	Strategy and Organization	6
	Research Seminars I	2
<b>SEMESTER 2</b>		
at Católica Porto Business School	Marketing Communications	3
	E-commerce and Automation	3
	Pricing	3
	Market Research II	3
	Elective courses <sup>1</sup>	12
	Research Seminars II and III	4
<b>SEMESTER 3</b>		
at Corvinus University	Sales Management	3
	Services Marketing and Customer Experience	6
	Marketing innovation and new product development	6
	Master's Final Assignment **	15/30
<b>SEMESTER 4</b>		
at Corvinus University	Marketing Strategy	6
	<b>Online Marketing Communications module*</b>	
	Digital Marketing Communications Strategy	6
	Content Marketing	6
	Online Marketing Communications Business Project	6
	<b>Innovative Channel Management module*</b>	
	Retail Experience	6
	Channel Design	6
	Innovative Channel Management Business Project	6
	<b>Data Driven Marketing module*</b>	
	Advanced Research Methods for Data-Driven Marketing Decisions	6
	Customer Relationship Management	6
	Data-Driven Marketing Business Project	6
	Master's Final Assignment**	15/30

\* Students must choose one of the paths and make all courses within the same path.

\*\* Students make their Master's Final Assignment during semesters 3 and 4.

**MSc Management (CPBS) → MSc Marketing (Corvinus)**

	Course	ECTS	
<b>SEMESTER 1</b>			
at Católica Porto Business School	Operations Management	6	
	People Management	6	
	Financial Statement Analysis and Performance	6	
	Marketing in the Digital Era	6	
	Organization and Strategy	6	
	Research Seminars I	2	
<b>SEMESTER 2</b>			
at Católica Porto Business School	Research Seminars II and III	4	
	Choose 30 ECTS from one of the specializations		
	<b><i>Specialization in Business Analytics*</i></b>		
	Regression and Multivariate Data Analysis	6	
	Optimization Models	6	
	Data Mining	6	
	Business Analytics	3	
	Python Programming	3	
	Business Intelligence	6	
	<b><i>Specialization in Service Management*</i></b>		
	Service Management	6	
	Continuous Improvement and Operational Excellence	6	
	Digital Services and Technologies	6	
	Project Management	6	
	Management of Innovation in Services	6	
	<b><i>Specialization in International Management*</i></b>		
	International Financial Management	3	
	International Taxation	3	
	International Marketing	6	
	International Entrepreneurship	3	
	Data Science for International Management	3	
	International Business and Global Value Chain	6	
	Sustainability and Ethics for Business	3	
International Management Consultancy	3		
<b>SEMESTER 3</b>			
at Corvinus University	Brand Strategies	6	
	Services Marketing and Customer Experience	6	
	Sales Management	3	
	Advanced Marketing Research	6	
	Master's Final Assignment **	15 /30	

<b>SEMESTER 4</b>		
at Corvinus University	Marketing Strategy	6
	<b><i>Online Marketing Communications module*</i></b>	
	Digital Marketing Communications Strategy	6
	Content Marketing	6
	Online Marketing Communications Business Project	6
	<b><i>Innovative Channel Management module*</i></b>	
	Retail Experience	6
	Channel Design	6
	Innovative Channel Management Business Project	6
	<b><i>Data-Driven Marketing module*</i></b>	
	Advanced Research Methods for Data-Driven Marketing Decisions	6
	Customer Relationship Management	6
	Data-Driven Marketing Business Project	6
	Master's Final Assignment **	15/30

\* Students must choose one of the paths and make all courses within the same path.

\*\* Students make their Master's Final Assignment during semesters 3 and 4.

**MSc Management (CPBS) → MSc Business Informatics (Corvinus)**

	<b>Course</b>	<b>ECTS</b>
<b>SEMESTER 1</b>		
at Católica Porto Business School	Advanced topics in Marketing	6
	Operations Management	6
	Personnel Management	6
	Financial Statement Analysis & Performance	6
	Strategy and Organization	6
	Research Seminars I	2
<b>SEMESTER 2</b>		
at Católica Porto Business School	Optimization Models	6
	Elective I. - Business Analytics	3
	Elective Ia. - Python	3
	Elective II. - Business Intelligence	6
	Elective III. - Data Mining	6
	Elective IV. - Regression Analysis and Multivariate Data Analysis	6
	Research Seminars II and III	4
<b>SEMESTER 3</b>		
at Corvinus University	Enterprise Architecture	6
	Computer Science	6
	Software Engineering	6
	Process Management and ERP	6
	Master's Final Assignment *	15/30
<b>SEMESTER 4</b>		
at Corvinus University	Advanced Corporate Finance	6
	Network Technologies	6
	IT Security	6
	Master's Final Assignment *	15/30

\* Students make their Master's Final Assignment during semesters 3 and 4.