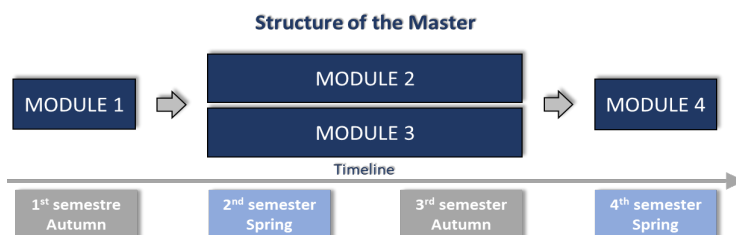


HEC Lausanne  
**MSc Management**  
**Orientation : Marketing**  
 Study Plan 2022-2023



This program has 120 ECTS credits.

Courses	Professors	Semesters				ECTS	Lang	Ev
		1 <sup>st</sup> sem Autumn	2 <sup>nd</sup> sem Spring	3 <sup>rd</sup> sem Autumn	4 <sup>th</sup> sem Spring			
<b>MODULE 1: Average set of compulsory (18 ECTS) and elective courses (12 ECTS) - 30 ECTS</b>								
<b>COMPULSORY COURSES</b>								
Quantitative Methods for Management - <i>all orientations</i>	Reboulleau J.	●				6	E	W
Marketing Science - <i>MKT orientation</i>	Christen M.	●				6	E	W
Strategic Marketing - <i>MKT orientation</i>	Engeler I.	●				6	E	P
<b>ELECTIVE COURSES (select 12 ECTS)</b>								
Strategic Management - <i>SOL/BEE orientations</i>	Amer Maistriau E.	●				6	E	W
Organizational Theory and Decision Making - <i>SOL/BEE orientations</i>	Zehnder Ch.	●				6	E	W
Genes, Populations and Evolution - <i>BEE orientation</i>	Lehmann L.	●				6	E	O
Data Science in Business Analytics - <i>BA orientation</i>	Tagasovska N.	●				6	E	P
Optimization Methods in Management - <i>BA orientation</i>	Oeuvray R.	●				6	E	W

<b>MODULE 2: Compulsory-elective course (6 ECTS) and optional courses (18 ECTS) - 24 ECTS</b>								
<b>COMPULSORY-ELECTIVE COURSES - Select one course:</b>								
- Company project in Marketing ( <i>for MKT orientation only</i> )	Hervet G.		●			6	E	W
- Brand Development Strategic Project ( <i>for MKT orientation only</i> )	Queiros R.		●			6	E	W
<b>OPTIONAL COURSES (select 18 ECTS)</b>								
Advanced Project Management & Outsourcing in a Digital Era	Bienz P.		●			6	E	P
Innovation Law	Junod V.		●			3	E	W
Bargaining and Negotiations	Efferson C.		●			6	E	W
Social Well Being	Petersen F.		●			6	E	W
Sustainable Innovation Challenge	Petty J.		●			3	E	P
Advanced issues in International and European Tax Law	Danon R.			●		3	E	W
Entrepreneurship, Innovation and Control Systems	Davila A.			●		3	E	W
Individual Behavior in the Digital Environment	Schlager T.			●		6	E	W
La recherche dans tous ses états	Preissmann D.			●		3	F	P
Normes comptables internationales (IFRS)	Bianchi A.			●		3	F	W
<i>Module 2 can be any course listed above and any course listed under Module 3 for other orientations (if the course is NOT listed under Module 3 for your orientation). Company projects for other orientations are not open unless otherwise stated in SOL and BEE programs.</i>								

<b>MODULE 3: Optional courses - 36 ECTS</b>								
<b>MARKETING ORIENTATION (select 36 ECTS)</b>								
Brand Management	Dabrowska-Leszczynska A.		●			3	E	W
Consumer Psychology	Petersen F.		●			6	E	P
Customer Relationship Management	Christen M.		●			6	E	P
Developing Behavioral Insights and Nudging	Engeler I.		●			3	E	?
Distribution Management	Eckardt T.		●			6	E	W
Grand Challenges Strategy Project	Haack P.		●			6	E	P
Heuristic Decision Making Strategies	Neth H.		●			6	E	P
Sustainability Strategy Project	Aeschlimann S./Fischer C.		●			6	E	P
Business Case en Marketing	Uhlmann V.			●		6	F	P
Datascience for Marketing ( <i>only for Marketing orientation students</i> )	Schlager T.			●		6	E	W
Digitalisation of Purchasing and B to B Sales	Lacoste S.			●		3	E	P
Global Marketing	Eckardt Th.			●		3	E	W
Integrated Marketing Communications	Hervet G.			●		6	E	P
Luxury Marketing	Morhart F.			●		6	E	W

## MODULE 4: Master thesis - 30 ECTS

Academic thesis or internship thesis\*

Select your supervisor

30

E/F

O-W

\*Internship must be full time or at least 80%

### Legend:

**Aut 1:** Autumn 1st semester; **Spri 2:** Spring 2nd semester

**Aut 3:** Autumn 3rd semester; **Spri 4:** Spring 4th semester

**ECTS:** Credits

**Lang:** Teaching language (F: French; E: English)

**Ev:** Evaluation type (W: Written; O: Oral; P: Project)

**MKT:** Marketing orientation

**BEE:** Behaviour, Economics and Evolution orientation

**SOL:** Strategy, Organization and Leadership orientation

**BA:** Business Analytics orientation

### Useful information:

1. Read the **Regulations** of this program.
2. This program has 120 credits.
3. Courses in modules 2 and 3 are not final and subject to change.
4. If you want to change orientation, you can do it at the end of the 1st semester, as long as you have completed the 2 courses of the new orientation in module 1.
5. Registration for the 3rd and subsequent semester examinations is only allowed if the student has fully met the requirements for obtaining the ECTS credits of module 1 corresponding to the compulsory series of examinations of the first semester

Due to the health evolution linked to **COVID-19**, the study plans may undergo the following adaptations during the semester:

- possibility to switch from one teaching mode to another (face-to-face <-> distance learning, synchronous <-> asynchronous, switch to co-modal teaching where it was not foreseen at the beginning).
- adaptation of assessment without leading to derogations from the study regulations (oral <-> written, examination <-> validation, individual work <-> group work, practical work <-> theoretical work, in-person assessment <-> online assessment, etc.)
- alternative or shifted modalities for courses, internships, practical work, fieldwork and camps that could not take place or courses that could no longer take place in the form initially planned.

**Students are invited to consult regularly the study plans, syllabi and their email.**