



Food Marketing and Digital Business

1. Official list of classes for each Semester

Year 1, Semester I, (1)		
No.	Modules	Credits ECTS
1	Marketing Research and Market Analysis	6
	<i>Market Research and Analyses</i>	3
	<i>Applied marketing research</i>	3
2	Consumer Behavior	6
3	Sales Management	6
4	Value Chain in Food Industry	6
5	Nutrition in Food Marketing	6
	<i>Fundamentals of Nutrition for Food Marketing</i>	3
	<i>Contemporary Nutrition Models</i>	3
	Totali	30

Year 1, Semester II (2)		
No.	Modules	Credits ECTS
1	E-Business	6
	<i>Digital technology in marketing</i>	3
	<i>Marketing platforms design</i>	3
2	Sales Marketing	6
3	Strategic Brand and Marketing Management	6
4	Project Management and Quality Management	6
	<i>Project Management</i>	3
	<i>Quality Management</i>	3
5	International Marketing	6
	Totali	30

Year 2, Semester III (3)		
No	Modules	Credits ECTS
1	Decision making and problem solving	6
2	Marketing Communications	6
3	Export Marketing and Research Methodology	6
	<i>Export Marketing</i>	3
	<i>Research Methodology</i>	3
4	Elective I (Opsion A) Business Model Innovation and European Agricultural and Food Policies	6
	<i>Business Model Innovation</i>	3
	<i>European Agricultural and Food Policies</i>	3
	Elective I (Opsion A) Startup	6
	<i>Start-up incubation</i>	3

	<i>European Legislation on Agriculture and Food</i>	3
5	Elective II (Option A) Digital Financial Services and Environmental Standards	6
	<i>Digital Financial Services</i>	3
	<i>Environmental Standards in Agriculture</i>	3
	Elective II (Option B) Advanced Financial Management and Good Agricultural Practices	6
	<i>Advanced Financial Management</i>	3
	<i>Organic agriculture</i>	3
	Total	30
Year 2, Semester IV (4)		
No	Modules	Credits ECTS
1	Thesis orientation seminar	2
2	Master Thesis	28
	Total	30
	Total	120