

Double Degree Study Plan 2023/24 – 2024/25

138.5 ECTS credits

WU Vienna

Università Commerciale Luigi Bocconi

MSc Marketing

M.Sc Marketing Management



FIRST YEAR - Coursework at WU (2023/24)

Course title	ECTS credits	Semester
Relevance of Marketing for Business	2.5	1 st
Management by Experiments	5	1 st
Digital Marketing	5	1 st
Qualitative Insights	5	1 st
Marketing Analytics	7.5	1 st
Global Marketing Strategy	5	1 st
Business Software Skills	5	1 st
Consumer Psychology	5	2 nd
Customer Value Management	5	2 nd
Retailing & Sales	5	2 nd
Business Modelling & Innovation	5	2 nd
Personal Skills	5	2 nd
Marketing Research Workshop	2.5	2 nd
Total ECTS credits	62.5	

SECOND YEAR - Coursework at Bocconi (2024/25)

Course title	ECTS credits	Semester
Industry Analysis (Industrial Economics and Economics of Innovation)	8	3 rd
Behavioural Skills Seminars	2	3 rd
Strategic Marketing and Analytics (Web Analytics) – Module 2	6	4 th
Legal Issues in Marketing	6	4 th
Foreign Language I	2	3 rd /4 th
Foreign Language II	4	3 rd /4 th
Enhancing Experience	2	3 rd /4 th
<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 business related and must require a grade	18	3 rd
Total ECTS credits	48	

Internship (8 ECTS credits)

Master Thesis (20 ECTS credits)

Additional Information

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



Foreign Languages	Internship	Thesis
<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 their second foreign language, and the chosen language must not be (one of) their mother tongue(s). For German, Spanish or French 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 8 continuous weeks (paid or unpaid). For part-time internships (20 hours/week), the minimum is 11 continuous weeks. The internship can be in Italy, Austria, or anywhere else in the world. The internship has to be completed after the bachelor's 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>Students are required to write a thesis during the second year of their studies. WU students going to Bocconi will have a thesis supervisor at Bocconi. In addition, they will have a co-supervisor/examiner at WU.</p> <p>At Bocconi, WU students should find their supervisor at the earliest possible time, in order to finish the process at WU together with their cohort in the summer of their second year.</p> <p>After submitting their thesis at Bocconi, students have to submit their thesis at WU as well. The thesis will be approved and graded by both institutions individually.</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 double degree program within four semesters and who want to take part in the optional graduation ceremony (Sponsorship) at WU in October/November have to defend their thesis at Bocconi in the July graduation session.</p>