



Study Plan Double Degree in Marketing with Maastricht University

Master's Degree in Marketing

1st year at Luiss – a.y. 2023/2024

	Sem.	ECTS
Behavioral Economics and Consumer Decision Making	1	6
Consumer Behavior	1	8
Learning Innovation Activities	1	2
Legal Issues in Marketing	1	6
Managerial Economics: Theories and Marketing Applications	1	6
Research Methodology for Marketing	1	6
Marketing Communication & New Media	2	6
Organizational Issues in Marketing and Sales	2	8
Product & Brand Management	2	8
Second Language	2	4
Digital Marketing	2	8
Content Design & Production	1	2
Be Active in the Summer	2	2



2nd year at Maastricht – a.y. 2024/2025

	Period	ECTS	Recognition in Luiss study plan	ECTS
Marketing Strategy and Innovation	1	6,5	Project Work	6
Research in International Business	1	6,5	Marketing Plan & Markstrat Simulation	6
Consumer Psychology	2	6,5	Retail and Service Experience Marketing	6
Elective (see list below)	2	6,5		
Service Management	4	6,5		
Marketing Intelligence	5	6,5	* See note below *	
Master's Thesis (+ Writing a Master's Thesis Proposal)	3/6	21	Final Work	18

NOTE Two courses attended at Maastricht will be transferred to as elective abroad 1 (6 ECTS) and elective abroad 2 (6 ECTS) at Luiss. Academic directors will decide which courses to transfer based on the compatibility and students' performance.

Choose an elective from the list below for period 2:

- Cases in Management Information Systems (EBC4038)
- Entrepreneurial Finance (EBC4181)
- Financial Statement Analysis and Valuation (EBC4039)
- Institutional Investors (EBC4054)
- International Competitive Analysis and Strategy (EBC4044)
- Organisational Learning (EBC4048)
- Performance Management and Strategy Execution (EBC4154)
- Supply Chain Operations Management (EBC4016)

Important Rules

- This study plan is designed for students taking part in the mentioned Double Degree Program and spending the academic year 2024/2025 at the Maastricht University.
- The list of courses to be taken abroad may be subject to changes should the academic offer at Maastricht University be amended.
- Interested students are required to read and understand the study plan and its rules. These are to be considered binding to the successful completion of the double degree program. Changes to the study plan are usually not possible. Any request in this sense must be conveyed to the International Development Office and the Academic Coordinators, that will evaluate the request.
- The listed exams must be taken and passed in the academic year indicated in the scheme (not after). Any possible change must be formally authorized by the Academic Commission.



- During the mobility, students will be subject to the rules of Maastricht University, including those related to exams, available retakes and grading.
- At the end of the program, if compliant with both Luiss and Maastricht academic requirements, students will obtain both the Master in Marketing (issued by Maastricht University) and the Master's Degree in Marketing (issued by Luiss).

Thesis

- Students will complete their theses during their mobility period with two supervisors, one from each institution;
- Students will be required to defend their thesis at Maastricht University and at Luiss University, according to the timelines specified below;
- Students must respect the thesis procedures and deadlines from both institutions, in regards to submission, assessment, quality and originality control, etc;
- Each institution will grade the final thesis according to its own standards. If required, a final grade will be achieved by both supervisors in close consultation.
- Both supervisors have to approve the proposal, which must meet the standards of both institutions.
- Students will defend their theses in Maastricht by the end of June/beginning of July and in Rome in July (if possible, according to the credit transfer procedure). In this case, students will get the Maastricht degree by November.
- Students defend their theses in Maastricht by the end of June/beginning of July and in Rome in October/November. In this case, students will get the Maastricht degree in the Spring of the next year.
- Students defend their theses in Maastricht by the end of October and in Rome in October/November. In this case, students will get the Maastricht degree in the Spring of the next year

Conversion Table

Olanda	ECTS	Scala qualitativa	Luiss
8.5 - 10	A	Excellent	30 e lode
7.5 - 8.4	B	Very good	30
7.0 - 7.4	C	Good	29
6.5 - 6.9	D	Satisfactory	26
6.0 - 6.4	E	Pass	23
5.5 - 5.9	E	Just sufficient	20
5.4	F	Fail	non superato



Please note that the conversion table may be revised and updated ahead of the mobility in the a.y. 2024/2025 should the distribution of grades at the partner university change.

While every effort will be made to provide students with complete, accurate and timely information, Luiss reserves the right to change, amend, modify or revoke the aforementioned program. Luiss is not responsible for any cancellation or modification due to events beyond its control. If the program is cancelled or modified for these reasons, Luiss will inform all interested students in a timely manner.

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