

DISTANCE LEARNING, 60 ECTS credits

Elective A

- Innovation and Sales
- Digital Transformation
- E-Commerce
- SEA and Social Media Marketing
- Neuromarketing
- Product Development and Design Thinking
- Performance Marketing
- Marketing Project and Agile Project Management
- Data and Conversion Rate
- Consumer Behavior and Growth Hacks
- Data Science and Analytics
- Big Data Applications
- IT Project and Architecture Management
- Leadership and Change
- Artificial Intelligence
- Project: Start-Up Lab
- AI and Mastering AI Prompting

 You can find more information about your degree program in the module handbook on our website.

