

Specialisation Marketing Communication 2017/2018

Semester 1 (September)		Semester 2 (February)	
Block 1A	Block 1B	Block 2A	Block 2B
<p style="text-align: right;">5EC</p> <p>Essentials in Marketing Communication and Consumer Behaviour</p> <p>Galetzka 201400184</p>	<p style="text-align: right;">5EC</p> <p>Research Topics in Communication and Consumer Behaviour</p> <p>Tempelman 201100174</p>	<p style="text-align: right;">5EC</p> <p>Essentials in Marketing Communication and Consumer Behaviour</p> <p>Galetzka 201400184</p>	<p style="text-align: right;">5EC</p> <p>Research Topics in Communication and Consumer Behaviour</p> <p>Tempelman 201100174</p>
<p style="text-align: right;">5EC</p> <p>Persuasive Communication*</p> <p>Pruyn 192402500</p>	<p style="text-align: right;">5EC</p> <p>Consumer Experience of the Service Environment</p> <p>Galetzka 201400186</p>	<p style="text-align: right;">5EC</p> <p>Persuasive Communication*</p> <p>Pruyn 192402500</p>	<p style="text-align: right;">5EC</p> <p>Design and Emotion</p> <p>Van Rompay 201500440</p>
<p style="text-align: right;">5EC</p> <p>Multisensory Marketing and Product Experiences</p> <p>Fenko 201200066</p>		<p style="text-align: right;">5EC</p> <p>Advanced Topics in Digital Marketing</p> <p>De Vries/Constantinides 201500080</p>	<p style="text-align: right;">5EC</p> <p>Advertising and Marketing Psychology</p> <p>Voorn 201200049</p>

Obligatory (core) courses (offered twice a year)

Specialisation courses (offered once a year) * = offered twice a year

Core and specialisation courses specialisation Marketing Communication

Course code	Course name	Course type	Block	EC
	<i>Obligatory courses (10 EC)</i>			
201400184	Essentials in Marketing Communication and Consumer Behaviour	Core course	1A / 2A	5
201100174	Research Topics in Marketing Communication and Consumer Behaviour	Core course	1B / 2B	5
	<i>Obligatory: at least two of the following courses (10 EC):</i>			
192402500	Persuasive Communication	Spec. course	1A / 2A	5
201200066	Multisensory Marketing and Product Experience	Spec. course	1A	5
201400186	Consumer Experience of the Service Environment	Spec. course	1B	5
201500080	Advanced Topics in Digital Marketing	Spec. course	2A	5
201200049	Advertising and Marketing Psychology	Spec. course	2B	5
201500440	Design and Emotion	Spec. course	2B	5

The range of specialisation courses and the block in which the courses are offered can change each academic year.