

Study plan Double Degree: NHH students to Bocconi

MBM - Marketing: Marketing and Brand Management (NHH) to MARKETING MANAGEMENT (Bocconi)

Name	Year	NHH (ECTS)	NHH Study Plan	Bocconi Study Plan	Bocconi (ECTS)
MBM401B Consumer Behaviour	1	7,5	Major Mandatory	Understanding Consumer I	5
MBM400A Research for Brand Decisions	1	7,5	Major - Methods - Mandatory	Market Research	6
STR404 Strategic Analysis	1	7,5	Major - Elective	Industry Analysis	8
MBM428 Product Development and Design	1	7,5	Major - Elective	Product Innovation and Market Creation	5
MBM420 Brand Strategy	1	7,5	Major - Elective	Brand Management	5
Any non-MBM course at NHH (1)	1	7,5	Minor	Elective	6
Any non-MBM course at NHH (2)	1	7,5	Minor	Elective	6
Any non-MBM course at NHH (3)	1	7,5	Minor	Elective	6
@Bocconi Language 1	2	0			4
@Bocconi Language 2	2	0			4
@Bocconi Internship	2	0			8
@Bocconi Understanding Consumer II	2	7,5	Major - Mandatory	Understanding Consumer II	7
@Bocconi Remaining CORE COURSES (4)	2	22,5	Elective	Remaining core courses	31
Thesis	2	30	Major - Thesis	Thesis	20
		120			121

Remaining core courses at Bocconi, year 2:

Strategic Marketing and Marketing Plan I - 6 ECTS

Strategic Marketing and Marketing Plan II - 6 ECTS

Channel Marketing (Trade Evolution, Analysis and Planning) - 6 ECTS

Legal Issues in Marketing - 6 ECTS

Updated: May 2018. Study plan is subject to course availability at NHH and Bocconi