

HEC Lausanne
MSc Management
Orientation : Marketing
 Study Plan 2021-2022

Courses	Professors	Semesters				ECTS	Lang	Ev
		1 Aut	2 Spri	3 Aut	4 Spri			
MODULE 1: 30 ECTS including 3 compulsory courses (18 ECTS) + elective courses (12 ECTS)								

[Click for course syllabus](#)

COMPULSORY COURSES

Quantitative Methods for Management - <i>all orientations</i>	Reboulleau J.					6	E	W
Marketing Science - <i>MKT orientation</i>	Christen M.					6	E	W
Strategic Marketing - <i>MKT orientation</i>	Christen M. / Rege K.					6	E	P

ELECTIVE COURSES (select 12 ECTS)

Competitive Strategy - <i>SOL/BEE orientations</i>	Amer Maistriau E.					6	E	W
Organizational Theory and Decision Making - <i>SOL/BEE orientations</i>	Ch. Zehnder					6	E	W
Genes, Populations and Evolution - <i>BEE orientation</i>	Lehmann L.					6	E	O
Data Science in Business Analytics - <i>BA orientation</i>	Vatter Th.					6	E	P
Optimization Methods in Management - <i>BA orientation</i>	Oeuvery R.					6	E	W

MODULE 2: 24 ECTS including 1 compulsory course (6 ECTS) + elective courses (18 ECTS)

COMPULSORY COURSES - 1 course to be chosen from:

- Company project in Marketing (<i>for MKT orientation only</i>)	Hervet G.					6	E	W
- Brand Development Strategic Project (<i>for MKT orientation only</i>)	Queiros R.					6	E	W

ELECTIVE COURSES (select 18 ECTS)

Innovation Law	Junod V.					3	E	W
Negotiations	Efferson C.					6	E	W
Project Management & Outsourcing in a Digital Era (MScM-MDE)	Bienz P.					6	E	P
Social Well Being	Petersen F.					6	E	W
Sustainable Innovation Challenge	Petty J.					3	E	P
Advanced issues in International and European Tax Law	Danon R.					3	E	W
Entrepreneurship, Innovation and Control Systems	Davila A.					3	E	W
Individual Behavior in the Digital Environment	Schlager T.					6	E	W
La recherche dans tous ses états	Preissmann D.					3	F	P
Normes comptables internationales (IFRS)	Bianchi A.					3	F	W

Module 2 can be any course listed above and any course listed under Module 3 for other orientations (if the course is NOT listed under Module 3 for your orientation). Company projects for other orientations are not open unless otherwise stated in SOL and BEE programs.

MODULE 3: 36 ECTS of elective courses

MARKETING ORIENTATION (select 36 ECTS)

Brand Management	Dabrowska-Leszczynska A.					3	E	W
Consumer Psychology	Petersen F.					6	E	?
Customer Relationship Management	Christen M.					6	E	P
Distribution Management	Eckardt T.					6	E	W
Grand Challenges Strategy Project	Haack P.					6	E	P
New Trends in Business Innovation	Leclerc F.					3	E	P
Social Media (EPFL) - max. 15 students from MKT only	Gillet D.					3	E	P
Sustainability Strategy Project	Aeschlimann S./Fischer C.					6	E	P
Business Case en Marketing	Uhlmann V.					6	F	P
Datascience for Marketing (only for Marketing orientation students)	Schlager T.					6	E	W
Digitalisation of Purchasing and B to B Sales	Lacoste S.					3	E	P
Global Marketing	Eckardt Th.					3	E	W

Heuristic Decision Making Strategies (not in Aut22)	Marewski J.					6	E	P
Innovation in Marketing	Weihrauch A.					3	?	?
Integrated Marketing Communications	Hervet G.					6	E	P
Luxury Marketing	Morhart F.					6	E	W

MODULE 4: 30 ECTS compulsory								
Master Thesis	Choose your supervisor					30	E/F	O-W

<p><u>Legend:</u> Aut 1: Autumn 1st semester; Spri 2 : Spring 2nd semester Aut 3: Autumn 3rd semester; Spri 4: Spring 4th semester ECTS : Credits Lang: Teaching language (F: French; E: English) Ev : Evaluation type (W: Written; O: Oral; P: Project) MKT: Marketing orientation BEE: Behaviour, Economics and Evolution orientation SOL: Strategy, Organization and Leadership orientation BA: Business Analytics orientation</p>

Useful information:

1. Read the [Regulations](#) of this program.
2. This program has 120 credits.
3. Courses in modules 2 and 3 are not final and subject to change.
4. If you want to change orientation, you can do it at the end of the 1st semester, as long as you have completed the 2 courses of the new orientation in module 1.
5. Registration for the 3rd and subsequent semester examinations is only allowed if the student has fully met the requirements for obtaining the ECTS credits of module 1 corresponding to the compulsory series of examinations of the first semester

Due to the health evolution linked to COVID-19, the study plans may undergo the following adaptations during the semester:

- possibility to switch from one teaching mode to another (face-to-face <-> distance learning, synchronous <-> asynchronous, switch to co-modal teaching where it was not foreseen at the beginning).
- adaptation of assessment without leading to derogations from the study regulations (oral <-> written, examination <-> validation, individual work <-> group work, practical work <-> theoretical work, in-person assessment <-> online assessment, etc.)
- alternative or shifted modalities for courses, internships, practical work, fieldwork and camps that could not take place or courses that could no longer take place in the form initially planned.

Students are invited to consult regularly the study plans, syllabi and their email.