

## Study Plan

### Double Degree Marketing Analytics with Tilburg University

#### Important Rules

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- This study plan is designed for students taking part in the mentioned Double Degree Program and spending the academic year 2019-20 at Tilburg.
- 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.
- During the mobility, students will be subject to the rules of Tilburg.
- At the end of the program, if compliant with both LUISS and Tilburg academic requirements, students will obtain both the MSc in MSc in Finance (issued by TILBURG) and the Master's Degree in Marketing (issued by LUISS)

#### Study Plan

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##### 1<sup>st</sup> year at LUISS – a.y. 2018-2019

Course attended at LUISS	SEM	ECTS	Recognition in TILBURG study plan	ECTS
Research Methodology for Marketing	1	6	Introduction to Research in Marketing	6
Consumer Behavior	1	8	Valid only for LUISS degree	
Behavioral Economics & Consumption Theories	1	12		
Legal Issues in Marketing	1	6		
Marketing Metrics	2	6		
Product & Brand Management	2	8		
Organizational Issues in Marketing and Sales	2	8		
Statistics for Marketing	2	8		
Second language <sup>1</sup>	2	4		
ERS Lab	2	4		
<b>TOTAL YEAR 1</b>		<b>70</b>		<b>6</b>

<sup>1</sup>The Second Language course has to be completed by the end of Year 1 at LUISS.

## 2<sup>nd</sup> year at TILBURG – a.y. 2019-2020

Course attended at TILBURG	UNIT	ECTS	Recognition in LUISS study plan	ECTS
Brand Management	1	6	Valid only for Tilburg degree	
Marketing Channel Management	1	6		
Research course: Conjoint Analysis	2	6	Elective 1	6
Research course: Survey Research	2	6	Elective 2	6
Research course: Customer Analytics	2	6	Marketing Plan and Markstrat Simulation	6
Research course: Research skills: Data Processing	3	3	Customer Intelligence & Big Data	6
Research skills: Data Processing Advanced	4	3		
Research course: Experimental Research	4	6	Internship / Project Work	8
Master Thesis Marketing Analytics	3 + 4	18	Final Work	18
<b>TOTAL YEAR 2</b>				<b>50</b>

## Thesis and Graduation

- Students will complete their theses during their mobility period with two supervisors: one from each university. Both supervisors have to approve the proposal, which must meet the standards of both institutions. The student will consult in principle the first supervisor, if necessary also the second. Both supervisors will have regular mutual consultation on the content and progress of the thesis, at their discretion and judgement.
- Students will defend their theses in Tilburg at the end of the second year and in Rome in July (if possible<sup>2</sup>) or in October / November.

## Grade Conversion

The academic activities recognized by the partner university will be transferred according to grade conversion tables set up individually by each partner and agreed upon by both LUISS and Tilburg and hereby reported.

LUISS	Tilburg
30 e lode	8.5 -10
30	8
29	7.5
28	7
26	6.5
24	6
< 18	5.4

*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.*

<sup>2</sup> Depending on the availability of the Transcript of Records, which depend also on the possibility of resits/retakes