

**Option 1: Marketing Specialisation**

Outline Double Degree Programme SBE / QUT Business School			
Marketing specialisation			
Stage	Month(s)	Requirement(s)	ECTS
1 SBE	Sep - Dec	Marketing Strategy and Innovation <a href="#">EBC4078</a>	6,5
		Data Analytics <a href="#">EBC4265</a>	6,5
		Consumer Psychology <a href="#">EBC4079</a>	6,5
		Elective*	6,5
	Semester 1	Writing a Master's Thesis Proposal: IB-Strategic Marketing <a href="#">EBS4016</a>	4
Transfer to QUT Semester I Master in Business			
II QUT	Feb - Jun	AMN403 Developing Marketing Intelligence Skills for Decision Making AMN446 Brand Analytics BSN550 Responsible Enterprise	22,5
III QUT	Jul - Nov (end)	AMN401 Integrated Marketing Communication AMN444 Achieving Service Excellence AMN449 Marketing Revolutionary Social Change	22,5
Transfer to SBE Semester I Master in Business			
IV SBE	Oct	SBE Style Thesis (deadline 31 October)	17
<b>Total ECTS credits</b>			<b>92</b>

**Option 2: Marketing Specialisation – 1 semester QUT On Campus + 1 semester QUT online**

Outline Double Degree Programme SBE / QUT Business School			
Marketing specialisation			
Stage	Month(s)	Requirement(s)	ECTS
1 SBE	Sep - Dec	Marketing Strategy and Innovation <a href="#">EBC4078</a>	6,5
		Data Analytics <a href="#">EBC4265</a>	6,5
		Consumer Psychology <a href="#">EBC4079</a>	6,5
		Elective*	6,5
	Semester 1	Writing a Master's Thesis Proposal: IB-Strategic Marketing <a href="#">EBS4016</a>	4

Transfer to QUT Semester I Master in Business			
II QUT	Feb – Jun (on campus)	AMN401 Integrated Marketing Communication AMN403 Developing Marketing Intelligence Skills for Decision Making AMN446 Brand Analytics BSN550 Responsible Enterprise	22,5
III QUT	Jul - Nov (end) (online)	AMN444 Achieving Service Excellence AMN449 Marketing Revolutionary Social Change	22,5
<b>Total ECTS credits</b>			
IV SBE	Oct	SBE Style Thesis (deadline 31 October)	17
<b>Total ECTS credits</b>			<b>92</b>

### Option 3: Integrated Marketing Communication Specialisation

Outline Double Degree Programme SBE / QUT Business School Integrated Marketing Communication specialisation			
Stage	Month(s)	Requirement(s)	ECTS
1 SBE	Sep - Dec	Marketing Strategy and Innovation <a href="#">EBC4078</a>	6,5
		Data Analytics <a href="#">EBC4265</a>	6,5
		Consumer Psychology <a href="#">EBC4079</a>	6,5
		Elective*	6,5
	Semester 1	Writing a Master's Thesis Proposal: IB-Strategic Marketing <a href="#">EBS4016</a>	4
Transfer to QUT Semester I Master in Business			
II QUT	Feb - Jun	AMN401 Integrated Marketing Communication AMN420 Manage Advertising AMN426 Content Creation and Management	22,5
III QUT	Jul - Nov (end)	AMN425 Digital Strategy and Analytics  One selected from: <ul style="list-style-type: none"> <li>AMN405 Decisions and Issues in IMC</li> <li>AMN465 Public Relations Foundations</li> </ul> BSN550 Responsible Enterprise	22,5
IV SBE	Oct	SBE Style Thesis (deadline 31 October)	17

<b>Total ECTS credits</b>	<b>92</b>
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**Option 4: Integrated Marketing Communication Specialisation – 1 semester QUT On Campus + 1 semester QUT online**

<b>Outline Double Degree Programme SBE / QUT Business School Integrated Marketing Communication specialisation</b>			
Stage	Month(s)	Requirement(s)	ECTS
1 SBE	Sep - Dec	Marketing Strategy and Innovation <a href="#">EBC4078</a>	6,5
		Data Analytics <a href="#">EBC4265</a>	6,5
		Consumer Psychology <a href="#">EBC4079</a>	6,5
		Elective*	6,5
	Semester 1	Writing a Master's Thesis Proposal: IB-Strategic Marketing <a href="#">EBS4016</a>	4
<b>Transfer to QUT Semester I Master in Business</b>			
II QUT	Feb – Jun (on campus)	AMN401 Integrated Marketing Communication AMN420 Manage Advertising AMN426 Content Creation and Management AMN425 Digital Strategy and Analytics	22,5
III QUT	Jul - Nov (end) (online)	One selected from: <ul style="list-style-type: none"> <li>• AMN405 Decisions and Issues in IMC</li> <li>• AMN465 Public Relations Foundations</li> </ul> BSN550 Responsible Enterprise	22,5
IV SBE	Oct	SBE Style Thesis (deadline 31 October)	17
<b>Total ECTS credits</b>			<b>92</b>

**Stage I MSc programme at SBE (September – January)**

You start the programme at SBE with the first semester of the MSc in International Business programme (Specialisation Strategic Marketing). The (mandatory) courses are:

- Marketing Strategy and Innovation ([EBC4078](#))
- Data Analytics ([EBC4265](#))
- Consumer Psychology ([EBC4079](#))
- \*Preferred elective by QUT:  
International Competitive Analysis and Strategy ([EBC4044](#))

Alternatively, choose one of the following electives:

- Cases in Management Information Systems [EBC4038](#)
- Entrepreneurial Finance [EBC4181](#)
- Financial Statement Analysis and Valuation [EBC4039](#)
- Institutional Investors [EBC4054](#)
- Organisational Learning [EBC4048](#)
- Multidisciplinary Business Challenge [EBC4270](#)
- Performance Management and Strategy Execution [EBC4154](#)
- Supply Chain Operations Management [EBC4016](#)

During semester 1 you will take part in the skills training 'Writing a Master's Thesis Proposal' which will enable you to start your thesis.

### **Stage II MBus programme at QUT**

#### **option I end of February – June or option II end of February end of November**

You take part in the second semester of the QUT Master in Business (MBus) programme. You follow courses from either the Marketing or from the Integrated Marketing Communication major. It is highly recommended to continue your thesis preparations in the month of February!

### **Stage IV Master's Thesis at SBE**

#### **Deadline: 31 October**

Your thesis has to be defended ultimately on October 31.

The current course offer is subject to change without prior notice.

Participants in the Double Degree programme are responsible for getting acquainted with, and for abiding by, the rules and regulations of their host university in a timely manner, especially with regard to examination types, schedules and forms of resits, if any.

The Education and Examination Regulations (MSc-EER's) for the Master's study programmes at the School of Business and Economics of Maastricht University (UM) apply to all Double Degree programmes. You can find the MSc-EER's on the Student Portal (My SBE Intranet), under "Regulations, rights and duties".

After successful completion of all the requirements of both Master programmes, students will be awarded the degree of Master of Business (Marketing or Integrated Marketing Communication) from QUT and the degree of Master of Science in International Business from SBE.

### **Fixed curriculum**

Please note that all SBE Network programmes (including the Double Degree programmes) have a fixed curriculum. It is not possible to switch/waive /cancel any of the courses offered in these fixed programmes.