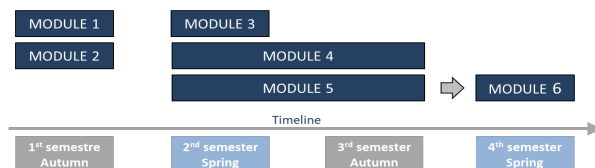


HEC Lausanne
MSc Management
 Orientation : Marketing (MKT)
 120 credits ECTS
 Study Plan 2023-2024

Structure of the Master



Courses	Professors	Semesters				ECTS	Language	Types of Evaluation	Exam Duration
		1 st sem Autumn	2 nd sem Spring	3 rd sem Autumn	4 th sem Spring				
MODULE 1: Average set (≥4.0) of compulsory courses - 18 credits ECTS									
Quantitative Methods for Management - <i>all orientations</i>	Reboulleau J.	●				6	E	VCN + ENEP	120
Marketing Science - <i>MKT orientation</i>	Christen M.	●				6	E	VCN + ENEP	120
Strategic Marketing - <i>MKT orientation</i>	Engeler I.	●				6	E	VCN + ENEP	120
MODULE 2: Average set (≥4.0) of restricted elective courses - 12 credits ECTS									
Strategic Management - <i>SOL/BEE orientations</i>	Amer Maistriau E.	●				6	E	ENEP	120
Organizational Theory and Decision Making - <i>SOL/BEE orientations</i>	Grieder M.	●				6	E	VCN + ENEP	120
Genes, Populations and Evolution - <i>BEE orientation</i>	Lehmann L.	●				6	E	O	15
Data Science in Business Analytics - <i>BA orientation</i>	Vatter Th.	●				6	E	VCN	N/A
Optimization Methods in Management - <i>BA orientation</i>	Oeuvray R.	●				6	E	E	120
MODULE 3: Restricted elective courses - 6 credits ECTS									
Company project in Marketing (for MKT orientation only)	Schlager T.		●			6	E	VCN	N/A
Brand Development Strategic Project (for MKT orientation only)	Queiros R.		●			6	E	VCN	N/A
MODULE 4: Optional courses - 18 credits ECTS									
Advanced Project Management & Outsourcing in a Digital Era	Bienz P.		●			6	E	VCN	N/A
Innovation Law	Junod V.		●			3	E	VCN	N/A
Bargaining and Negotiations	Efferson C.		●			6	E	VCN + ENEP	120
Social Well Being	Petersen F.		●			6	E	VCN	N/A
Sustainable Innovation Challenge	Petty J.		●			3	E	VCN	N/A
Advanced issues in International and European Tax Law	Danon R.			●		3	E	E	120
Entrepreneurship, Innovation and Control Systems	Davila A.			●		3	E	VCN	N/A
La recherche dans tous ses états	Preissmann D.			●		3	F	VCN	N/A
Normes comptables internationales (IFRS)	Bianchi A.			●		3	F	ENEP	120
Strategic Pricing	Christen M.			●		3	E	VCN	N/A
Module 4 can be any course listed above and any course listed under Module 5 of other orientations (and that are not listed below). Company projects for other orientations are not open unless otherwise stated in SOL and BEE curriculums.									
MODULE 5: Optional courses in the orientation - 36 credits ECTS									
Brand Management	Dabrowska-Leszczynska A.		●			3	E	VCN	N/A
Consumer Psychology	Petersen F.		●			6	E	VCN	N/A
Customer Relationship Management	Christen M.		●			3	E	VCN	N/A
Developing Behavioral Insights and Nudging	Engeler I.		●			6	E	VCN	N/A
Distribution Management	Eckardt T.		●			6	E	VCN + E	120
Grand Challenges Strategy Project	Bergamini E.		●			6	E	VCN	N/A
Sustainability Strategy Project	Aeschlimann S./Fischer C.		●			6	E	VCN	N/A
Business Case en Marketing	Uhlmann V.			●		6	F	VCN	N/A
Datascience for Marketing (only for Marketing orientation students)	Schlager T.			●		6	E	VCN	N/A
Digitalisation of Purchasing and B to B Sales	Lacoste S.			●		3	E	VCN+ENEP	120
Global Marketing	Eckardt Th.			●		3	E	VCN+E	120
Heuristic Decision Making Strategies	Marewski J.			●		6	E	VCN	N/A
Integrated Marketing Communications	Puntiroli M.			●		6	E	VCN	N/A
Luxury Marketing	Morhart F.			●		6	E	VCN	N/A
SUBMODULE 6.1: Writing a thesis									
The Art of Writing a Master's Thesis	Philippe D.			●		3	E	VCN	N/A
SUBMODULE 6.2: Master thesis									
Thesis (Research or Internship)	Choose your thesis director				●	27	E/F	M	N/A

Thesis Information

1. Internships must be full time or at least 80% for a minimum of 12 weeks.
2. Only students having acquired 90 ECTS credits from Modules 1 to 5 are allowed to present their thesis.
3. [Research thesis guidelines here.](#)
4. [Internship thesis guidelines here.](#)

Legend:

ECTS: Credits

Language: Teaching language (F: French; E: English)

Type of Evaluation: E: Examen écrit; ENEP: Examen numérique en présentiel; O: Examen oral; VCN: Validation continue notée; M: Mémoire; VCN+E: Validation continue notée et examen écrit; VCN+O: Validation continue notée et examen oral; VCN+ENEP: Validation continue notée et examen numérique en présentiel

Exam duration: per minute (N/A: non applicable; TBD: to be determined)

MKT: Marketing orientation

BEE: Behavior, Economics and Evolution orientation

BA: Business Analytics orientation

SOL: Strategy, Organization and Leadership orientation

General Information:

1. [Read the 2023-2024 Study Regulation](#)

2. Courses are delivered face-to-face on campus

3. Students can change orientation as long as they have completed the 12 credits ECTS of Module 2 corresponding to the new orientation. The request must be sent by email to hecmaster@unil.ch by the end of the first week of the spring semester (1st academic year).

4. The pandemic has shown us that circumstances beyond our control may require us to make the following adjustments to study plans during the academic year:

- 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.