

## COURSE DETAILS

### Master' Degree

#### **32714 Consumer Behavior and Integrated Marketing Communication\* (6 credits)**

##### ***Course Learning Outcomes***

1. To have knowledge about consumer behavior.
2. To have knowledge of integrated marketing communication concept.
3. To have knowledge in integrated marketing communication model simulation.
4. To be able to apply and use marketing communication tools related to consumer behavior.

##### ***Course Description***

This course considers consumer behavior concepts, consumer behavior analysis model simulator, buying behavior process, and the use of consumer behavior data for marketing management. Students will also explore other concepts, characteristics, integrated marketing communication processes, marketing communication model simulation, use of marketing communication tools, defining integrated marketing strategy, budget allocation for integrated marketing communication, and evaluation of integrated marketing communication performance and effectiveness.

#### **32716 Thesis (Business and Hospitality Management) (12 credits)**

##### ***Course Learning Outcomes***

1. To be able to select research problems for a thesis.
2. To be able to survey and analyze literature related to the thesis.
3. To be able to design research for the thesis.
4. To gain knowledge and skill in writing and presenting the thesis proposal.
5. To be able to develop quantitative research tools.
6. To be able to develop qualitative research tools.
7. To be able to collect, analyze, and present data for the thesis.
8. To be able to present and defend the thesis examination.
9. To be able to write the complete thesis report.
10. To be able to write the research report for publication.

##### ***Course Description***

Selection of the research problem; survey and analysis of relevant literature; research design; writing and presenting a thesis proposal; tool development for thesis research, both quantitative and qualitative research; data collection; thesis data presentation; thesis presentation and examination defending; writing the complete thesis report; writing the research report for publication.

**Note: Work in process of School of Management Science**



**Course Description**

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**32737 Financial Management and Strategic Management\*****(6 credits)****Course Learning Outcomes**

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**Course Description**

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**32738 Marketing Management and Managerial Accounting\*****(6 credits)****Course Learning Outcomes**

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**Course Description**

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**Note: Work in process of School of Management Science**

**32739 Brand Building and Supply Chain Management\* (6 credits)**

***Course Learning Outcomes***

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***Course Description***

**32740 Strategic Cost Management and Tax Planning\* (6 credits)**

***Course Learning Outcomes***

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***Course Description***

**Note: Work in process of School of Management Science**

**32744 Advanced Managerial Finance and Security Analysis\*****(6 credits)*****Course Learning Outcomes***

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**32745 Entrepreneurship in Hospitality Business\*****(6 credits)*****Course Learning Outcomes***

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***Course Description***

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**32746 Service Innovation\*****(6 credits)*****Course Learning Outcomes***

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***Course Description***

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**32747 Graduate Professional Experience in Marketing, Financial and Accounting, and Hospitality\* (6 credits)**

***Course Learning Outcomes***

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***Course Description***

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**Note: Work in process of School of Management Science**

**Last updated: 21-July-2023**

