

Study plan Double Degree: NHH students to Bocconi

MBM Marketing and Brand Management (NHH) to Marketing Management (Bocconi)

Name	Year	NHH (ECTS)	NHH Study Plan	Bocconi Study Plan	Bocconi (ECTS)
MBM 401B Consumer Behavior	1	7,5	Major Mandatory	Understanding Consumer I	5
MBM 400A Research for Brand Decisions	1	7,5	Major – Methods – Mandatory	Market Research and Business	6
STR404 Strategic Analysis	1	7,5	Major – Elective	Industry Analysis	8
MBM 428 Product Development and Design	1	7,5	Major – Elective	Product Innovation and Market Creation	5
MBM 402 B Brand Management	1	7,5	Major – Elective	Brand Management	5
Any non-MBM Course at NHH (1)	1	7,5	Elective	Elective	6
Any non-MBM Course at NHH (2)	1	7,5	Elective	Elective	6
Any non-MBM Course at NHH (3)	1	7,5	Elective	Elective	6
Bocconi Language 1	2	0			4
Bocconi Language 2	2	0			4
Bocconi Internship	2	0			8
Bocconi Understanding Consumer II	2	7,5	Major – Mandatory	Understanding Consumer II	7
Bocconi Remaining Core Courses (4)	2	22,5	Elective	Remaining Core Courses	31
Thesis	2	30	Major – Thesis	Thesis	20
		120			121

Remaining Core Courses at Bocconi:

Strategic Marketing and Analytics I, 6 ECTS

Strategic Marketing and Analytics II, 6 ECTS

Channel Marketing (Trade Evolution, Analysis and Planning), 6 ECTS

Legal Issues in Marketing, 6 ECTS

Updated August 2022. Study plan is subject to course availability at NHH and Bocconi.