UNIVERSITETI I EVROPËS JUGLINDORE
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА
SOUTH EAST EUROPEAN UNIVERSITY

Study program	Marketing and Innovation Management (2026/2027)
Faculty	Business and Economics
Study Cycle	First Cycle (Undergraduate)
ECTS	240
Code	MIM-240-1
Title	Bachelor in Economics - Module: Marketing and Innovation Management
Accreditation date	30.01.2026

Description of the program

Career

Learning outcomes

Knowledge and understanding

Applying knowledge and understanding

Making judgement

Communication skills

Learning skills

List of courses

Semester 1

Semester 2

Semester 3

Semester 4

Semester 5

Semester 6

Semester 7

Semester 8

Description of courses

Core courses

Elective courses