



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-ENG

Title

Bachelor in Economics - Major: Marketing and Innovation Management

Accreditation date

02.02.2026

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