



<b>Study program</b>	<b>Marketing and Innovation Management (2026/2027)</b>
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**