

**ANNEX I**  
to the **DOUBLE DEGREE COOPERATION AGREEMENT**  
between the  
**University of Groningen**  
and the  
**University of Münster**

Annex I is an attachment to the double degree cooperation agreement between The University of Groningen, Faculty of Economics and Business (hereafter referred to as “RUG-FEB”), and the University of Münster, School of Business and Economics (hereafter referred to as “SBE”).

**1. Double degree curriculum**

The Double Degree Programme comprises two tracks:

- *Groningen to Münster track*: Year 1 at RUG-FEB; year 2 at SBE
- *Münster to Groningen track*: Year 1 at SBE; year 2 at RUG-FEB

**1.1 Groningen to Münster track:**

<i>DD semester</i>	<i>Course code</i>	<i>Course title</i>	<i>EC</i>
<b>STAGE 1</b>			
<b>1 (Groningen)</b>	EMB080A05	Marketing Research Methods	5
	EBM081B05	Strategic Marketing for MSc Marketing	5
	EBM079A05	Marketing Engineering	5
	EBM077A05	Market Models	5
	EBM074A05	Consumer Psychology	5
		Elective MSc Marketing Intelligence [1]	5
<b>2 (Groningen)</b>	EBM867B20	Master’s Thesis Marketing [2]	20
		Elective MSc Marketing Intelligence [1]	5
	EBM076A05	Customer Models	5
<b>STAGE 2</b>			
<b>3 (Münster)</b>	MCM 17	Seminar Marketing II	12
		Elective MCM [3]	6
	FCM 1	Introduction to Finance [4]	6
	FCM 2	Behavioral Finance [4]	6
<b>4 (Münster)</b>		Seminar Marketing – Finance	12
		Elective MCM [5]	6
		Electives FCM [6]	12

*total 120*

[1] Students choose 1 courses from a list of 5 EC electives for Marketing Intelligence. This list is subject to annual change. Please note that double degree students cannot choose the course Brand & Product Management as an elective.

[2] The Master’s thesis will be jointly supervised by a supervisor from RUG-FEB and from SBE.

- [3] Students choose 1 course from the following 6 EC courses [list might be subject to change]:  
MCM 5 - Innovation Management  
MCM 7 – CRM and Direct Marketing  
MCM 8 - Sales Management  
MCM 11 - Media Marketing  
MCM 12 - Entertainment Media Marketing  
MCM 13 – Industrial Marketing
- [4] Alternatively to FCM 1 or FCM 2, students can also choose FCM 3 Derivatives I
- [5] Students choose 1 course from the following 6 EC courses [list might be subject to change]:  
MCM 2 - Applications of Market-oriented Leadership  
MCM 6 - Brand Management  
MCM 9 - Channel Management
- [6] Students choose 2 courses from the following 6 EC courses [list might be subject to change]:  
FCM 4 - Financial Intermediation I  
FCM 5 - Advanced Corporate Finance  
FCM 6 - Corporate Governance & Responsible Business Practices  
FCM 7 – Derivates II

## 1.2 Münster to Groningen track:

<i>DD semester</i>	<i>Course code</i>	<i>Course title</i>	<i>EC</i>
<b>STAGE 1</b>			
<b>1 (Münster)</b>	MCM 4	Advanced Market Research	6
	MCM 1	Market-oriented Leadership	6
		Elective MCM [1]	6
	FCM 1	Introduction to Finance [2]	6
	FCM 2	Behavioral Finance [2]	6
<b>2 (Münster)</b>	MCM 16	Seminar Marketing I	12
		Elective MCM [3]	6
		Electives FCM [4]	12
<b>STAGE 2</b>			
<b>3 (Groningen)</b>	EBM081B05	Strategic Marketing for MSc Marketing	5
	EBM077A05	Market Models	5
	EBM079A05	Marketing Engineering	5
	EBM0746A05	Consumer Psychology	5
		Electives MSc Marketing Intelligence [5]	10
<b>4 (Groningen)</b>	EBM867B20	Master's Thesis Marketing [6]	20
		Elective MSc Marketing Intelligence [5]	5
	EBM076A05	Customer Models	5

*total 120*

- [1] Students choose 1 course from the following 6 EC courses [list might be subject to change]:  
MCM 5 - Innovation Management  
MCM 7 – CRM and Direct Marketing  
MCM 8 - Sales Management  
MCM 11 - Media Marketing

MCM 12 - Entertainment Media Marketing  
MCM 13 - Industrial Marketing  
MCM 14 - Selected Topics of Marketing I  
MCM 15 - Selected Topics of Marketing II

- [2] Alternatively to FCM 1 or FCM 2, students can also choose FCM 3 Derivatives I
- [3] Students choose 1 course from the following 6 EC courses [list might be subject to change]:  
MCM 2 - Applications of Market-oriented Leadership  
MCM 6 - Brand Management  
MCM 9 - Channel Management
- [4] Students choose 2 courses from the following 6 EC courses [list might be subject to change]:  
FCM 4 - Financial Intermediation I  
FCM 5 - Advanced Corporate Finance  
FCM 6 - Corporate Governance and Responsible Business Practices  
FCM 7 – Derivates II
- [5] Students choose 3 courses from a list of 5 EC electives for Marketing Intelligence. This list is subject to annual change. Please note that 1 of the 3 courses must be Retail Marketing (EBM880A05) or Customer Management (EBM075A05). Students are also allowed to choose both these courses.
- [6] The Master's thesis will be jointly supervised by a supervisor from RUG-FEB and from SBE.

### *Course and examination schedules*

Course schedules may be subject to change. Any changes in course schedules will be communicated to the academic director and/or coordinator at the partner university prior to the start of the semester in which the changes take effect. Double degree course and examination schedules will be published annually on the websites of the respective faculties.

## **2. Number of Students**

The maximum number of students to participate in the double degree program will be 5 (five) from each institution until otherwise agreed by both parties.

## **3. Application**

Candidates apply for the Double Degree Program to the Partner with whom they start the program, i.e.:

- For the Groningen to Münster track: Application to RUG-FEB at the end of semester 1 in the MSc Marketing, track Marketing Intelligence;
- For the Münster to Groningen track: Application to SBE.

## **4. Entry requirements**

The entry requirements of the double degree program are the same as the entry requirements of the relevant Master's degree program of the Partner with whom students start their Double Degree Program. More specifically:

- For students applying for the Groningen to Münster track, the Double Degree Program entry requirements are those of RUG-FEB's Master of Science program in Marketing;
- For students applying for the Münster to Groningen track of the double degree program, the entry requirements are those of SBE's Master of Science in Business Administration.

## **5. Selection**

In case the number of applicants for the Double Degree Program exceeds the number of seats available, candidates will be selected by the Partner to whom they applied, based on:

- Their GPA during their prior degree program
- Their motivation letter
- Their CV