

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 “UG”) , 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 specialisations:

- *Marketing and Finance*, combining UG’s MSc Marketing, track Marketing Intelligence, and SBE’s MSc Business Administration, with major Marketing and minor Finance
- *Marketing and Information Systems*, combining UG’s MSc Marketing, track Marketing Intelligence, and SBE’s MSc Business Administration, with major Marketing and minor Information Systems

Each of these specialisations comprises two tracks:

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

1.1 Groningen to Münster track:

<i>DD semester</i>	<i>Course code</i>	<i>Course title</i>	<i>EC</i>
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STAGE 1

1 (Groningen)	EBM165A05	Data Science and Marketing Analytics	5
	EMB080A05	Marketing Research Methods	5
	EBM081B05	Strategic Marketing for MSc Marketing	5
	EBM074A05	Consumer Psychology	5
	EBM079B05	Digital Marketing Intelligence	5
	EBM077A05	Market Models	5
2 (Groningen)	EBM867B20	Master’s Thesis Marketing [1]	20
	EBM076A05	Customer Models	5
1 or 2		Elective MSc Marketing Intelligence [2]	5

STAGE 2, OPTION 1: Marketing Finance

3 (Münster)	MCM17	Seminar Marketing II	12
		Elective MCM [3]	6
	FCM01	Introduction to Advanced Finance	6
	FCM02	Behavioral Finance	6
4 (Münster)	MCM16	Seminar Marketing I	12
		Elective MCM [4]	6
		Electives FCM [5]	12

STAGE 2, OPTION 2: Marketing Information Systems			
3 (Münster)	MCM17	Seminar Marketing I	12
		Elective MCM [3]	6
	IM1	Managing the Information Age Organization	6
	IM2	IM - Tasks and Techniques	6
4 (Münster)		Seminar Marketing II	12
		Elective MCM [4]	6
		Electives IS [6]	12

- [1] The Master's thesis will be jointly supervised by a supervisor from UG and SBE.
- [2] Students choose 1 course from a list of 5 EC electives for Marketing Intelligence. This list is subject to annual change.
- [3] Students choose 2 courses from the following 6 EC courses [list might be subject to change]:
MCM05 - Innovation Management
MCM07 - Customer Relationship Management and Direct Marketing
(not if the student followed Customer Management in Groningen)
MCM08 - Sales Management
MCM11 - Media Markets
MCM12 - Entertainment Media Marketing
MCM14 - Advanced Marketing on Specific Topics (not offered every semester)
MCM18 - Elective
- [4] Students choose 2 courses from the following 6 EC courses:
MCM02 - Applications of Market-oriented Leadership
MCM06 - Brand Management (not in combination with "Brand and Product Management" at UG)
MCM09 - Channel Management
MCM13 - Integrated Marketing Communications
MCM15 - Advanced Marketing on Specific Topics (not offered every semester)
MCM18 - Elective
- [5] Students choose 2 courses from the following 6 EC courses:
FCM04 - Financial Intermediation I
FCM05 - Advanced Corporate Finance
FCM06 - Corporate Governance & Responsible Business Practices
- [6] Students choose 2 courses from the following 6 EC courses [list might be subject to change]:
IM3 - Information Management Theories
PM2 - Enterprise Architecture Management
BN3 - Network Economics
LPR3 - Retail

1.2 Münster to Groningen track:

<i>DD semester</i>	<i>Course code</i>	<i>Course title</i>	<i>EC</i>
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STAGE 1, OPTION 1: Marketing Finance

1 (Münster)	MCM01	Market-oriented Leadership	6
	MCM04	Advanced Market Research	6
		Elective MCM [1]	6
	FCM01	Introduction to Advanced Finance	6
	FCM02	Behavioral Finance	6
2 (Münster)	MCM16	Seminar Marketing I	12
		Elective MCM [2]	6
		Electives FCM [3]	12

STAGE 1, OPTION 2: Marketing Information Systems

1 (Münster)	MCM01	Market-oriented Leadership	6
	MCM04	Advanced Market Research	6
		Elective MCM [1]	6
	IM1	Managing the Information Age Organization	6
	IM2	IM - Tasks and Techniques	6
2 (Münster)	MCM16	Seminar Marketing I	12
		Elective MCM [2]	6
		Electives IS [4]	12

STAGE 2

3 (Groningen)	EBM165A05	Data Science and Marketing Analytics	5
	EBM081B05	Strategic Marketing for MSc Marketing	5
	EBM0746A05	Consumer Psychology	5
	EBM079B05	Digital Marketing Intelligence	5
	EBM077A05	Market Models	5
4 (Groningen)	EBM867B20	Master's Thesis Marketing [5]	20
	EBM076A05	Customer Models	5
3 or 4		Elective [6]	10

[1] Students choose 1 course from the following 6 EC courses:

MCM05 - Innovation Management

MCM07 - Customer Relationship Management and Direct Marketing

(not if the student followed Customer Management in Groningen)

MCM08 - Sales Management

MCM11 - Media Markets

MCM12 - Entertainment Media Marketing

MCM14 - Advanced Marketing on Specific Topics (not offered every semester)

[2] Students choose 2 courses from the following 6 EC courses:

MCM02 - Applications of Market-oriented Leadership

MCM06 - Brand Management (not in combination with "Brand and Product Management" at UG)

- MCM09 - Channel Management
MCM13 - Integrated Marketing Communications
MCM15 - Advanced Marketing on Specific Topics (not offered every semester)
- [3] Students choose 2 from the following 6 EC courses:
FCM04 - Financial Intermediation I
FCM05 - Advanced Corporate Finance
FCM06 - Corporate Governance & Responsible Business Practices
- [4] Students choose 2 courses from the following 6 EC courses [list might be subject to change]:
IM3 - Information Management Theories
PM2 - Enterprise Architecture Management
BN3 - Network Economics
LPR3 - Retail
- [5] The Master's thesis will be jointly supervised by a supervisor from UG and SBE.
- [6] Students choose 2 courses from the following 5 EC courses [list might be subject to change]:
EBM880B05 - Retail & Omnichannel Marketing (not in combination with "Channel Management" at SBE)
EBM073A05 - Brand & Product Management (not in combination with "Brand Management" at SBE)
EBM193A05 - Healthcare Purchasing
EBM192A05 - Marketing and Consumer Well-being
EBM075A05 - Customer Management (not in combination with "Customer Relationship Management and Direct Marketing" at SBE)
EBM078A05 - Marketing Communication (not in combination with "Integrated Marketing Communications" at SBE)
EBM808B05 - B2B Marketing
EBM148A05 - Economics of Regulating Markets

1.3 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 programme will be 5 (five) from each institution per specialization (Marketing Finance or Marketing Information systems) unless otherwise agreed by both parties.

3. Application

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

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

4. Entry requirements

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

- For students applying for the Groningen to Münster track, the Double Degree Programme entry requirements are those of UG's Master of Science programme in Marketing;
- For students applying for the Münster to Groningen track of the double degree programme, the entry requirements are those of MSBE's Master of Science in Business Administration.

5. Selection

In case the number of applicants for the Double Degree Programme 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 programme
- Their motivation letter
- Their CV