

Academy Profession Degree Programme in Design, Technology and Business Branding and Marketing Management

First study year		Second study year	
1. semester	2. semester	3. semester	4. semester
National subject elements 30 ECTS: Design 5 ECTS Business 5 ECTS Technology 5 ECTS Discovering Design 5 ECTS Discovering Business 5 ECTS Discovering the Future 5 ECTS	Speciality 30 ECTS: Branding and Marketing Strategy 10 ECTS E-strategy 10 ECTS Concept development 10 ECTS	Speciality 15 ECTS: Global Marketing and Branding 5 ECTS Campaign Communication 5 ECTS Adobe 5 ECTS	Speciality 5 ECTS: Economics 5 ECTS <i>4th semester speciality exam</i>
			Elective 10 ECTS <i>4th semester elective exam</i>
		Internship 15 ECTS	Final exam 15 ECTS
<i>1st semester exam</i>	<i>2nd semester exam</i>	<i>Internship exam</i>	<i>Final exam</i>