

**AP DEGREE IN DESIGN, TECHNOLOGY & BUSINESS**  
**Branding & Marketing Management**

1st year of study		2nd year of study	
1st semester	2nd semester	3rd semester	4th semester
<b>30 ECTS</b> <b>COMMON COURSES</b> 5 ECTS Design 5 ECTS Business 5 ECTS Technology 5 ECTS Discovering Design 5 ECTS Discovering Business 5 ECTS Discovering The Future  <b>1ST SEMESTER EXAM</b>	<b>30 ECTS</b> <b>SPECIALITY COURSES</b> 10 ECTS Branding and marketing 10 ECTS E-strategy 10 ECTS Concept development  <b>2ND SEMESTER EXAM</b>	<b>15 ECTS</b> <b>INTERNSHIP</b>  <b>3RD SEMESTER</b> <b>INTERNSHIP EXAM</b>	<b>5 ECTS</b> <b>SPECIALITY COURSES</b> 5 ECTS Adobe  <b>4TH SEMESTER</b> <b>SPECIALITY EXAM</b>
		<b>15 ECTS</b> <b>SPECIALITY COURSES</b> 5 ECTS Global marketing and branding 5 ECTS Campaign communication 5 ECTS Economy	<b>10 ECTS</b> <b>ELECTIVES</b>  <b>4TH SEMESTER</b> <b>ELECTIVE EXAM</b>
		<b>15 ECTS</b> <b>FINAL EXAM PROJECT</b>	