

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
30 ECTS COMMON COURSES 5 ECTS Design 5 ECTS Business 5 ECTS Technology 5 ECTS Discovering Design 5 ECTS Discovering Business 5 ECTS Discovering The Future 1ST SEMESTER EXAM	30 ECTS SPECIALITY COURSES 10 ECTS Branding and marketing 10 ECTS E-strategy 10 ECTS Concept development 2ND SEMESTER EXAM	15 ECTS INTERNSHIP 3RD SEMESTER INTERNSHIP EXAM	5 ECTS SPECIALITY COURSES 5 ECTS Adobe 4TH SEMESTER SPECIALITY EXAM
		15 ECTS SPECIALITY COURSES 5 ECTS Global marketing and branding 5 ECTS Campaign communication 5 ECTS Economy	10 ECTS ELECTIVES 4TH SEMESTER ELECTIVE EXAM
		15 ECTS FINAL EXAM PROJECT	