

**TABLE 2: COURSE DISTRIBUTION PER SEMESTER**

A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/ Semester	Total periods/ Semester	Number of ECTS
<b>A' Semester</b>								
1.	C	Experiential Marketing <i>Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, Emic/Etic process</i>	XDM101	1	3h	12	12	8
2.	C	Data and Digital literacy	XDM102	1	3h	12	12	6
3.	C	Internet-of-Things (IoT) in Marketing	XDM103	1	3h	12	12	8
4.	C	Value-based marketing <i>Exchange, Experience, Extension, Emphasis</i>	XDM104	1	3h	12	12	8
<b>B' Semester</b>								
5.	C	Reputation and Media Management <i>Exchange, Extension, Emphasis</i>	XDM201	1	3h	12	12	8
6.	C	Agile and sustainable marketing strategies <i>Empathy, Emotional touchpoints</i>	XDM202	1	3h	12	12	8
7.	C	Data Analytics and AI	XDM203	1	3h	12	12	6
8.	C	Content Creation and Management <i>Emphasis, Emotional touchpoints</i>	XDM204	1	3h	12	12	6
9a.	E	Academic Research Design – leading to Dissertation <i>Emic/Etic process</i>	XDM205	1	3h	12	12	6
9b.	E	Consulting practice – leading to Industry-based project <i>Emic/Etic process</i>	XDM206	1	3h	12	12	6
<b>C' Semester</b>								
10.	C	Special Topics	XDM301	1	3h	12	12	6
11a.	E	Dissertation	XDM302	1	3h	12	12	20
11b.	E	Industry-based project	XDM303	1	3h	12	12	20

Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, Emic/Etic process