LUISS

Study Plan Double Degree in Marketing with Maastricht University

1st year at Luiss – a.y. 2025-2026 (Customer Engagement & Relationship Management)

Course Code	Course taken at Luiss	Sem.	ECTS
MRK01	Key Topics in Marketing	1	6
MRK02	Qualitative & Quantitative Research Methods for Marketing	1	8
MRK04	Marketing and Law	1	6
MRKENG	Consumer Behavior Analysis	1	0
MRK03	Behavioral Economics: foundation	1	6
MRK05	Consumer Behaviour	1	6
MRK06	Digital Marketing	2	6
MRK07	Marketing Metrics	2	6
MRK08	Integrated Marketing Communication	2	6
MRK09	Behavioral Economics: applications	2	6
MRK10	Market Data Analysis	1	6
AIMK	AI Literacy	2	4
	Mandatory Language	2	4
	Total	**70**	

2nd year at Maastricht – a.y. 2026-2027

Course taken at Maastricht	Period	ECTS	Course Code	Recognition for Luiss Degree	ECTS
Marketing Strategy and Innovation	1	6,5	M219	Internship or Project Work	8
Research in International Business	1	6,5	MRK25	Product & Brand Management/ Core abroad	6
Consumer Psychology	2	6,5	MRK26	Customer Relationship Management/ Core abroad	6
Elective (see list below)	2	6,5			
Service Management	4	6,5			
Marketing Intelligence	5	6,5		* See note below *	12
Master's Thesis (+ Writing a Master's Thesis Proposal)	3/6	21		Final Work	18
	TOTAL	**60**			**50**

* Two courses attended at Maastricht will be transferred to as elective abroad 1 (6 ECTS) and elective abroad 2 (6 ECTS) at Luiss. Academic directors will decide which courses to transfer based on compatibility and students' performance.

Choose an elective from the list below for period 2:

- Cases in Management Information Systems (EBC4038)
- Entrepreneurial Finance (EBC4181)
- Financial Statement Analysis and Valuation (EBC4039)
- Institutional Investors (EBC4054)
- Organizational Learning (EBC4048)
- Performance Management and Strategy Execution (EBC4154)
- Supply Chain Operations Management (EBC4016)
- Climate Finance and Investment (EBC4282)
- Digital Innovation Strategy (EBC4284)

Choose an elective from the list below for period 5:

- Multidisciplinary Business Challenge (EBC4270)
- Business Innovation and Sustainable Development
- Business Intelligence Case Studies
- Corporate Finance
- Entrepreneurship and Sustainability
- Financial Product Development: A Marketing-Finance Approach
- International Contracting and Relationships
- Managers @ Work
- Risk, Control and Compliance
- Sustainable Real Estate Finance

Important Rules

- This study plan is designed for students taking part in the mentioned Double Degree Program and spending the academic year 2026/2027 at the Maastricht University.
- The list of courses to be taken abroad may be subject to changes should the academic offer at Maastricht University be amended.
- Interested students are required to read and understand the study plan and its rules. These are to be considered binding to the successful completion of the Double Degree program. Changes to the study plan are usually not possible. Any request in this sense must be conveyed to the International Degree Programs and the Academic Coordinators, that will evaluate the request.
- The listed exams must be taken and passed in the academic year indicated in the scheme (not after). Any possible change must be formally authorized by the Academic Commission.
- During the mobility, students will be subject to the rules of Maastricht University, including those related to exams, available retakes and grading.
- At the end of the program, if compliant with both Luiss and Maastricht academic requirements, students will obtain both the Master in Marketing (issued by Maastricht University) and the Master's Degree in Marketing (issued by Luiss).

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Thesis

- Students will complete their theses during their mobility period with two supervisors, one from each institution;
- Students will be required to defend their thesis at Maastricht University and at Luiss University, according to the timelines specified below;
- Students must respect the thesis procedures and deadlines from both institutions, in regard to submission, assessment, quality and originality control, etc;
- Each institution will grade the final thesis according to its own standards. If required, a final grade will be achieved by both supervisors in close consultation.
- Students are reminded that they are required to comply with the Luiss regular procedure regarding the thesis assignment, registration for the degree exam and upload of the thesis. For further information, please check the following page.
- Both supervisors have to approve the proposal, which must meet the standards of both institutions.
- Students will defend their theses in Maastricht by the end of June/beginning of July and in Rome in July (if possible, according to the credit transfer procedure). In this case, students will get the Maastricht degree by November.
- Students defend their theses in Maastricht by the end of June/beginning of July and in Rome in October/November. In this case, students will get the Maastricht degree in the Spring of the next year.
- Students defend their theses in Maastricht by the end of October and in Rome in October/November. In this case, students will get the Maastricht degree in the Spring of the next year

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Conversion Table

Courses taken at Maastricht during the a.y. 2026-27 will be transferred to the Luiss degree according to the following grade conversion table:

Maastricht	Luiss
8.5 - 10	**30 e lode**
7.5 – 8.4	**30**
7.0 – 7.4	**29**
6.5 – 6.9	**26**
6.0 – 6.4	**23**
5.5 - 5.9	**20**
5.4	non superato

Please note that the conversion table may be revised and updated ahead of the mobility in the a.y. 2026/2027 should the distribution of grades at the partner university change.

While every effort will be made to provide students with complete, accurate and timely information, Luiss reserves the right to change, amend, modify or revoke the aforementioned program. Luiss is not responsible for any cancellation or modification due to events beyond its control. If the program is cancelled or modified for these reasons, Luiss will inform all interested students in a timely manner.

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