

Study Plan Double Degree in Marketing Analytics with Tilburg University

1st year at Luiss – a.y. 2025-2026

Master's degree in Marketing – track Analytics

Courses attended at Luiss	Sem.	ECTS	Recognition in Tilburg study plan	ECTS
Key Topics in Marketing	1	6	Valid only for Luiss Degree	
Qualitative & Quantitative Research Methods for Marketing	1	8		
Behavioral Economics: foundation	1	6		
Marketing and Law	1	6		
Consumer Behaviour	1	6		
Digital Marketing	2	6		
Marketing Metrics	2	6	One Elective for DST or AA tracks (cluster D) among: • Strategic Marketing Management • Marketing Channel Management	6
Integrated Marketing Communication	2	6		
Behavioral Economics: applications	2	6		
Market Data Analysis	2	6	Valid only for Luiss Degree	
Foreign language ¹	2	4		
AI Literacy	2	4		
Total		70	Total	6

¹ The Foreign Language course must be completed by the end of Year 1 at Luiss.

2nd year at Tilburg – a.y. 2026-2027

Students are required to choose one of the two tracks offered at Tilburg University: DATA SCIENCE (DS) or APPLIED ANALYTICS (AA)

Courses attended at Tilburg	Unit	Track		ECTS	Recognition in Luiss study plan	ECTS
		DS	AA			
Introduction to Research in Marketing	1	✓	✓	6	Valid only for Tilburg degree	-
Data preparation and programming skills	1	✓	✓	6	Core Abroad 1	6
Online Data collection and management	2	✓	✓	6	Core Abroad 2	6
Social Media and Web Analytics	4	✓	✓	6	Internship / Project Work	8
Customer Analytics	2	✓		6	Elective Abroad 1	6
Pricing and Revenue Analytics	2		✓	6		
Choose ONE elective (cluster C) among:						
• Conjoint Analysis	2	✓	✓		Elective Abroad 2	6
• Marketing Mix Modeling	2	✓				
• Machine Learning (TSHD course)	2	✓		6		
• Consumer Research	2		✓			
• Consumer Research	4		✓			
MScThesis Marketing Analytics	3+4	✓	✓	18	Final Work	18
Total Year 2				54	Total	50

Important Rules

- This study plan is designed for students taking part in the mentioned Double Degree Program and spending the academic year 2026-27 at Tilburg University.
- The list of courses to be taken abroad may be subject to changes should the academic offer at Tilburg 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 International Degree Programs and the academic coordinator, 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 Tilburg University.
- At the end of the program, if compliant with both Luiss and Tilburg academic requirements, students will obtain both the MSc in Marketing, issued by Tilburg University, and the Master's Degree in Marketing, issued by Luiss.

Thesis

- Students will complete their theses during their mobility period with two supervisors: the first supervisor from Tilburg; the second supervisor from Luiss.
- Both supervisors have to approve the proposal, which must meet the standards of both institutions. Both supervisors will have regular mutual consultation on the content and progress of the thesis, at their discretion and judgement.
- Students will meet the requests of their supervisors with reference to the length of the thesis.
- Students must respect the thesis procedures and deadlines from both institutions.
- Each institution will grade the final thesis according to its own standards. A final grade will be achieved by both supervisors in close consultation.
- Students will defend their theses in Tilburg at the end of the second year (June) and in Rome in October / November.
- 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](#).

Conversion Table

Courses taken at Tilburg during the a.y. 2026-27 will be transferred to the Luiss degree according to the following grade conversion table²:

Tilburg	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	Fail

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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² Please note that the conversion table may be revised and updated should the distribution of grades at the partner university change.