



Study Plan BI-Luiss Joint MSc in Marketing Intake 2026-2027

1st year at BI Norwegian Business School – a.y. 2026/2027

	Semester	ECTS
Research Methods for Marketing Decisions: foundations (part 1)	1	8
Customer Experience Management	1	6
Customer Centricity	1	8
Innovation and Pricing Strategies	1	8
Research Methods for Marketing Decisions: applications (part 2)	2	6
Customer Value Analytics	2	8
Topics in Digital Marketing	2	8
Marketing for a Better World	2	8
		60

2nd year at Luiss – a.y. 2027/2028

	Semester	ECTS
Marketing Law and Regulation	1	6
Elective course	1	6
Behavioral Economics and Consumer Decision Making	1	6
Integrated Marketing Communication	1	6
Performance Marketing	1	6
Data and Artificial Intelligence Labs	1	8
Thesis Writing Seminar	1	4
Master Thesis	2	18
		60

Important Rules

- This study plan is designed for students starting the Joint Program in the academic year 2026/2027
- 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 Joint Program
- The list of courses may be subject to changes should the academic offer at BI or Luiss be amended
- The listed exams must be taken and passed in the academic year indicated in the scheme. Students who need to retake an exam at BI during the second year need to take the exam in Oslo
- During any given academic year, students will be subject to the rules of the university they are attending
- Selected students can progress to the 2nd year if they have passed at least 54 ECTS during their 1st year
- At the end of the program, if compliant with both Luiss and BI's academic requirements, students will obtain two degrees: a MSc in Strategic Marketing Management from BI and a MSc in Marketing from Luiss

Thesis

- Students will complete their thesis during the 2nd year (2027/2028) with one leading supervisor from Luiss University
- Students must respect the thesis procedures and deadlines from Luiss
- Students are required to write only one thesis
- The thesis is written by each student independently
- Students will be required defend their thesis orally at Luiss in an in-person session

Conversion Table

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.

BI	Luiss
A	30 cum laude
B	30
C	29
D	26
E	23
F	failed

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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