

PROGRAMME: MARKETING AND ADVERTISING

Course title	1. sem. Autumn	2. sem. Spring	3. sem. Autumn	4. sem. Spring	5. sem. Autumn	ECTS credits	Laanguage
Part A						30	
Information Management		3				3	LV
Financial Mathematics			3			3	LV
Professional English I	3					3	EN
Professional English II		3				3	EN
Professional Russian/German I			3			3	RUS/GER
Professional Russian/German II				3		3	RUS/GER
Business Administration I	3				3	2	LV/ENG
Marketing I	3					3	LV/ENG
Marketing II		3				3	LV/ENG
Research design			3			3	LV/ENG
Part B						54	
Quantitative Methods: Statistics			3			3	LV/ENG
Civil and Nature Protection	3					3	LV
Microeconomics	3					3	LV
Macroeconomics		3				3	LV
Social Psychological Training I		3				3	LV
Law	3					3	LV
Entrepreneurship	3					3	LV/ENG
Labour Law		3				3	LV
Sales management		3				3	LV/ENG
Marketing planning and advertising		3				3	LV/ENG
Basics of Accounting			3			3	LV
Commercial Law			3			3	LV
International Marketing				3		3	LV/ENG

International trade				3		3	LV/ENG
Logistics				3		3	LV
Professional customer service	3					3	LV
Public Relations			3			3	LV
Project Management			3			3	LV/ENG