

503492 Graduation Project

[3 cr., -, -] The graduation project is a reflection of the academic knowledge in the field of marketing which is demonstrated through a scientific analysis of real-life practical phenomena. The project is carried out under the guidance of an academic supervisor and will be examined in a personal presentation made to a jury of academics. The project provides students with an opportunity to demonstrate the skills of combining research, writing, implementation and oral presentation in a multidisciplinary approach. It also gives students an opportunity outside the classroom to integrate their various courses of study with their individual interests.