

CURRICULUM M.A. MARKETING MANAGEMENT 120 ECTS, FULL-TIME (24 MONTHS)

DISTANCE LEARNING

Semester	Module	Course Code	Course Name	ECTS	
1. Semester 30 ECTS	International Marketing	DLMMARE01	International Marketing	5	E
	Advanced Research Methods	DLMARM01	Advanced Research Methods	5	WAWA
	International Consumer Behavior	DLMBCBR01	International Consumer Behavior	5	E
	Applied Statistics	MMET02-01_E	Applied Statistics	5	E
	Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	E
	Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	WACS
2. Semester 30 ECTS	Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	WARE
	Strategic Management	DLMBSME01	Strategic Management	5	E
	Advanced Marketing Controlling	DLMMAAMC01_E	Advanced Marketing Controlling	5	E
	Digital Business Models	DLMIDBM01_E	Digital Business Models	5	E / WACS
	Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5	WACS
	Seminar: Current Issues in Marketing	DLMCIM01_E	Seminar: Current Issues in Marketing	5	WARE
3. Semester 30 ECTS	Marketing Project	DLMMSF01_E	Marketing Project	5	WAPR
	Leadership	DLMBLSE01	Leadership	5	E
	ELECTIVE I		e.g. E-Commerce	10	
	ELECTIVE II		e.g. Strategic Marketing and Branding	10	
4. Semester 30 ECTS	Master Thesis	MMTHE01	Master Thesis	27	WAT
		MMTHE02	Colloquium	3	PC
Total 120 ECTS	GOAL: In order to stay on schedule, you should finish modules of about 30 Credit Points per semester!				



INTERNATIONALE
HOCHSCHULE



You've already planned out exactly how your course schedule should look? Wonderful! The IUBH offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.



At the beginning, choose modules that particularly interest you or that you can use directly in your job. This motivates you and gives you success right from the start.



* All the modules that have been unlocked for the Online Exams can be found in CARE.

NOTE:

If the result of the recognition exam is still pending, you should not choose any courses that you have applied for.



- E** Exam (monthly at study centres or anytime via the online exam*)
- PC** Presentation: Colloquium
- WACS** Written Assessment: Case Study
- WARE** Written Assessment: Research Essay
- WAPR** Written Assessment: Project Report
- WAT** Written Assessment: Thesis
- WAWA** Written Assessment: Written Assignment

**** Electives
Choose two modules**

ELECTIVE I + II

- Business Analyst
- Communication and Public Relations
- E-Commerce
- Product Development and Design Thinking
- Sales Management
- Strategic Marketing and Branding
- UI/UX Expert