

CURRICULUM M.A. MARKETING MANAGEMENT 60 ECTS, FULL-TIME 12 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 Marketing Research	DLMBCBR02	Applied Marketing Research	5	E
	Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	WACS
	Seminar: Current Issues in Marketing	DLMCIM01_E	Seminar: Current Issues in Marketing	5	WARE
2. Semester 30 ECTS	Digital Business Models	DLMIDBM01_E	Digital Business Models	5	E / WACS
	ELECTIVE		e.g. E-Commerce	10	
	Master Thesis	DLMMTHE01 DLMMTHE02	Master Thesis Colloquium	14 1	WAT PC
Total 60 ECTS	GOAL: In order to stay on schedule, you should finish modules of about 30 Credit Points per semester!				

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INTERNATIONALE
HOCHSCHULE

* 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.

**** Elective
Choose one module**

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

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- 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
 - WAT** Written Assessment: Thesis
 - WAWA** Written Assessment: Written Assignment

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.