

## CURRICULUM M.A. MARKETING MANAGEMENT 60 ECTS, PART-TIME I (18 MONTHS)

### DISTANCE LEARNING

Semester	Module	Course Code	Course Name	ECTS	
1. Semester 25 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
2. Semester 20 ECTS	Seminar: Current Issues in Marketing	DLMCIM01_E	Seminar: Current Issues in Marketing	5	WARE
	Digital Business Models	DLMIDBM01_E	Digital Business Models	5	E / WACS
	ELECTIVE		e.g. E-Commerce	10	
3. Semester 15 ECTS	Master Thesis	DLMMTHE01	Master Thesis	14	WAT
		DLMMTHE02	Colloquium	1	PC
Total 60 ECTS	GOAL: In order to stay on schedule, you should finish modules of about 20 Credit Points per semester!				

# iubh

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.



<b>E</b>	Exam (monthly at study centres or anytime via the online exam*)
<b>PC</b>	Presentation: Colloquium
<b>WACS</b>	Written Assessment: Case Study
<b>WARE</b>	Written Assessment: Research Essay
<b>WAT</b>	Written Assessment: Thesis
<b>WAWA</b>	Written Assessment: Written Assignment

**\*\* 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



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.