

## CURRICULUM M.A. MARKETING MANAGEMENT

### DISTANCE LEARNING, 60 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	International Marketing	DLMMARE01	International Marketing	5	Exam
			Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
			International Consumer Behavior	DLMBCBR01	International Consumer Behavior	5	Exam
	2. Semester	2. Semester	Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
			Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study
			Seminar: Current Issues in Marketing	DLMCIM01_E	Seminar: Current Issues in Marketing	5	Research Essay
2. Semester	3. Semester	Digital Business Models	DLMIDBM01_E	Digital Business Models	5	Exam or Case Study	
		ELECTIVE A*		e.g. E-Commerce	10		
		Master Thesis		Master Thesis Thesis Defense	14 1	Master Thesis Presentation:	
Total 60 ECTS							

#### Elective A

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 can find more information about your degree program in the module handbook on our website.



You've already planned out exactly how your course schedule should look? Wonderful! The IU 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.



\* Elective: Choose one module

FT: Full-Time, 12 months  
 PT I: Part-Time I, 18 months  
 PT II: Part-Time II, 24 months