CURRICULUM M.A. MARKETING MANAGEMENT

DISTANCE LEARNING, 60 ECTS							
Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	ΡΤΙ	PT II			course		
1. Semester	1. Semester	. Semeste	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
			Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
	Semester	. Seme	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	2.5	s. ester	Digital Business Models ELECTIVE A*	DLMIDBM01_E	Digital Business Models	5	Exam or Case Study
	3. Semester	3 Seme	ELECTIVE A*		e.g. E-Commerce	10	
		4.	Master Thesis		Master Thesis	14	Master Thesis
		V			Thesis Defense	1	Presentation: Colloquium
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 Salesforce Consultant

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

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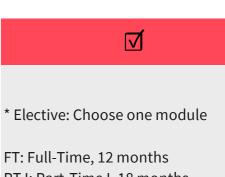
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You've already planned out exactly how your course schedule should look? Wonderful! The IU offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.



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.



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