

CURRICULUM M.A. MARKETING MANAGEMENT

DISTANCE LEARNING, 120 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 |
| | | | Leadership | DLMBLSE01 | Leadership | 5 | Exam |
| | | | Online and Social Media Marketing | DLMWOM01_E | Online and Social Media Marketing | 5 | Case Study |
| 2. Semester | 3. Semester | 3. Semester | Seminar: Marketing Responsibility | DLMMASMR01_E | Seminar: Marketing Responsibility | 5 | Research Essay |
| | | | Strategic Management | DLMBSME01 | Strategic Management | 5 | Exam |
| | | | Marketing Project | DLMMFS01_E | Marketing Project | 5 | Project Report |
| | 4. Semester | 4. Semester | Digital Business Models | DLMIDBM01_E | Digital Business Models | 5 | Exam or Case Study |
| | | | Digital Analytics and Strategies | DLMMADAS01_E | Digital Analytics and Strategies | 5 | Case Study |
| | | | Seminar: Current Issues in Marketing | DLMCIM01_E | Seminar: Current Issues in Marketing | 5 | Research Essay |
| 3. Semester | 5. Semester | 6. Semester | Advanced Marketing Controlling | DLMMAAMC01_E | Advanced Marketing Controlling | 5 | Exam |
| | | | Applied Statistics | MMET02-01_E | Applied Statistics | 5 | Exam |
| | | | ELECTIVE A* | | e.g. E-Commerce | 10 | |
| | | | ELECTIVE B* | | e.g. Strategic Marketing and Branding | 10 | |
| 4. | 6. | 8. | Master Thesis | | Master Thesis Thesis Defense | 27 3 | Master Thesis Presentation: Colloquium |
| Total | | | 120 ECTS | | | | |

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You've already planned out exactly how your course schedule should look? Wonderful! The IU International University of Applied Sciences 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.



* Electives: Choose two modules, every elective module can only be chosen once.

FT: Full-Time, 24 months
PT I: Part-Time I, 36 months
PT II: Part-Time II, 48 months

Elective A & B

Business Analyst
Communication and Public Relations
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.