

CURRICULUM M.A. MARKETING MANAGEMENT

myStudies, 120 ECTS

Month	Model 1: Programme Start October			Model 2: Programme Start January			Model 3: Programme Start April			Model 4: Programme Start July			
	Courses			Courses			Courses			Courses			
Oct	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing										
Nov													
Dec													
Jan	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility							
Feb													
Mar													
Apr	Applied Statistics	Strategic Management	Leadership	Applied Statistics	Strategic Management	Leadership	Applied Statistics	Strategic Management	Leadership				
May													
Jun	Semester Break												
Jul	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	
Aug	Semester Break												
Sep	Semester Break												
Oct	Seminar: Current Issues in Marketing	Marketing Project	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	International Consumer Behavior	Applied Marketing Research
Nov													
Dec													
Jan	Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility
Feb													
Mar													
Apr	Elective B Course c	Elective B Course d	Seminar: Current Issues in Marketing	Marketing Project	Seminar: Current Issues in Marketing	Marketing Project	Applied Statistics	Strategic Management	Leadership				
May													
Jun	Semester Break												
Jul	Master Thesis			Master Thesis			Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	Elective A Course a
Aug	Semester Break												
Sep	Semester Break												
Oct				Elective B Course c	Elective B Course d	Elective B Course c	Elective B Course d	Seminar: Current Issues in Marketing	Marketing Project				
Nov													
Dec													
Jan				Master Thesis			Master Thesis			Master Thesis			
Feb													
Mar													
Apr													
May							Elective B Course c	Elective B Course d	Elective B Course c	Elective B Course d	Elective B Course c	Elective B Course d	Elective B Course c



INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES



Here you see the order in which you can study your courses in presence depending on your personal study start in October, January, April or July. IU International University of Applied Sciences offers you the flexibility to switch from campus to online studies or the other way around. You decide which semester you want to spend on campus or online.

The above is only valid for DACH students. For INT Students: attending the courses on Campus in presence is mandatory and will be verified due to VISA regulations.



Each semester consists of two blocks that conclude with a two-week exam preparation phase. You can also defer those exams to a later date that you do not want to take during this period. This way, your exam phases are always spread evenly over the year. In each block, you attend classes on campus for usually three courses to deepen the content in direct exchange with your fellow students and lecturers. You have semester breaks in June and September.

Elective A*

- E-Commerce*
 - a) E-Commerce I
 - b) E-Commerce II
- Sales Management*
 - a) Sales Management I
 - b) Sales Management II
- Strategic Marketing and Branding*
 - a) Global Branding
 - b) Customer Relationship Marketing
- Communication and Public Relations*
 - a) Communication and Public Relations I
 - b) Communication and Public Relations II

- Business Analyst*
 - a) Business Intelligence I
 - b) Project: Business Intelligence
- UI/UX Expert*
 - a) User Interface and Experience
 - b) Project: Human Computer Interaction
- Product Development and Design Thinking*
 - a) Product Development
 - b) Design Thinking
- Salesforce Consultant Specialization*
 - a) Salesforce Administrator and Service Cloud Consultant
 - b) Salesforce Sales Cloud Consultant

Elective B*

- E-Commerce*
 - c) E-Commerce I
 - d) E-Commerce II
- Sales Management*
 - c) Sales Management I
 - d) Sales Management II
- Strategic Marketing and Branding*
 - c) Global Branding
 - d) Customer Relationship Marketing
- Communication and Public Relations*
 - c) Communication and Public Relations I
 - d) Communication and Public Relations II

- Business Analyst*
 - c) Business Intelligence I
 - d) Project: Business Intelligence
- UI/UX Expert*
 - c) User Interface and Experience
 - d) Project: Human Computer Interaction
- Product Development and Design Thinking*
 - c) Product Development
 - d) Design Thinking
- Salesforce Consultant Specialization*
 - c) Salesforce Administrator and Service Cloud Consultant
 - d) Salesforce Sales Cloud Consultant

Course Information

Module	Course Code	Course	ECTS	Type of Exam
International Consumer Behavior	DLMBCBR01	International Consumer Behavior	5	Exam
Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study
International Marketing	DLMMARE01	International Marketing	5	Exam
Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay
Applied Statistics	MMET02-01_E	Applied Statistics	5	Exam
Strategic Management	DLBMSME01	Strategic Management	5	Exam
Leadership	DLMBLSE01	Leadership	5	Exam
Advanced Marketing Controlling	DLMMAAMC01_E	Advanced Marketing Controlling	5	Exam
Digital Business Models	DLMI DBM01_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
Marketing Project	DLMMFS01_E	Marketing Project	5	Project Report
ELECTIVE A*		e.g. E-Commerce	10	
ELECTIVE B*		e.g. Communication and Public Relations	10	
Master Thesis		Master Thesis	27	Master Thesis
		Thesis Defense	3	Presentation: Colloquium



* Electives: For your M.A. Marketing Management 120 you can choose two elective modules with two courses each, amounting to 20 ECTS in total. Every elective module can only be chosen once.

Note: Those elective modules where the minimum number of participants is not reached will only be offered online (distance learning). However, IU ensures that there are always electives on campus.



Attention: Attendance times may vary slightly depending on public holidays and the federal state holidays the campus is located in.



If you are studying Model 2 or 4 you will have to start your Master Thesis before completing your Elective B courses.