

**CURRICULUM M.A. DIGITAL MARKETING**

**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
			Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study
			Customer Relationship Marketing	MWMA2_E	Customer-Relationship-Marketing	5	Exam
	2. Semester	2. Semester	Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
			Design, Lean and Game: Social and creative methods	DLMOMDLG01_E	Design, Lean and Game: Social and creative methods	5	Oral Assignment
			Marketing Project	DLMMFS01_E	Marketing Project	5	Project Report
2. Semester	3. Semester	3. Semester	International IT Law	DLMIMWITR01_E	International IT Law	5	Exam
			User Interface and Experience	DLMAIEUIUX01	User Interface and Experience	5	Exam
			Performance Marketing: Search and Social	DLMOMPSS01_E	Performance Marketing: Search and Social	5	Written Assignment
	4. Semester	4. Semester	Performance Marketing: Affiliate and Mail	DLMOMPAM01_E	Performance Marketing: Affiliate and Mail	5	Oral Assignment
			Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
3. Semester	5. Semester	5. Semester	Project: Agile Online Marketing	DLMOMPAOM01_E	Project: Agile Online Marketing	5	Project Report
			Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5	Case Study
	6. Semester	6. Semester	Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay
			ELECTIVE A*		e.g. E-Commerce	10	
5. Semester	7. Semester	7. Semester	ELECTIVE B*		e.g. Mobile Marketing	10	
			8. Semester	8. Semester	Master Thesis	MMTHE01 MMTHE02	Master Thesis Colloquium
Total			120 ECTS				



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	Elective B
SEA and Social Media Marketing Data Driven Marketing and Controlling Mobile Marketing E-Commerce Salesforce Consultant Specialization	SEA and Social Media Marketing Data Driven Marketing and Controlling Mobile Marketing E-Commerce Innovation and Entrepreneurship Product Development and Design Thinking Sales, Pricing and Brand Management Artificial Intelligence Communication and Public Relations Salesforce Developer Specialization Process Management with Scrum Project Management with Prince2 Big Data Applications Data Science and Analytics Business Analyst Communitymanagement and Online Communication Social Media Creation Neuromarketing Social Media Campaigns and Storytelling Growth Hacking and Conversion Rate Optimization Consumer Behaviour and Digital Business Models

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