

CURRICULUM M.A. DIGITAL MARKETING

DISTANCE LEARNING, 60 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study
			Performance Marketing: Search and Social	DLMOMPMSS01_E	Performance Marketing: Search and Social	5	Written Assignment
			Performance Marketing: Affiliate and Mail	DLMOMPMAM01_E	Performance Marketing: Affiliate and Mail	5	Oral Assignment
	2. Semester	2. Semester	Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5	Case Study
			Applied Research	DLMAF01_E	Applied Research	5	Written Assignment
			Project: Agile Online Marketing	DLMOMPAOM01_E	Project: Agile Online Marketing	5	Project Report
2. Semester	3. Semester	3. Semester	Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay
			ELECTIVE A*		e.g. E-Commerce	10	
			Master Thesis	DLMMTHES01 DLMMTHES02	Master Thesis Colloquium	14 1	Master Thesis Presentation: Colloquium
Total 60 ECTS							

Elective A

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 Consultant Specialization
 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



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



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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.



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