

CURRICULUM M.A. MARKETING MANAGEMENT

myStudies, 60 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	Digital Business Models	International Marketing	Advanced Research Methods	Digital Business Models						
Feb												
Mar												
Apr	Seminar: Current Issues in Marketing		Elective A Course a	Elective A Course b	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing		
May												
Jun	Semester Break											
Jul	Master Thesis			Master Thesis			International Marketing	Advanced Research Methods	Digital Business Models	International Marketing	Advanced Research Methods	Digital Business Models
Aug												
Sep	Semester Break											
Oct				Seminar: Current Issues in Marketing	Elective A Course a	Elective A Course b	Seminar: Current Issues in Marketing	Elective A Course a	Elective A Course b	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing
Nov												
Dec												
Jan							Master Thesis			Master Thesis		
Feb												
Mar												
Apr										Seminar: Current Issues in Marketing	Elective A Course a	Elective A Course b
May												



Here you see the order in which you study your courses in presence depending on your personal study start in October, January, April or July. Each semester consists of two blocks. 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. Attending the courses on campus is mandatory and will be verified due to Visa regulations (not valid for DACH students).

Elective A*

<i>E-Commerce</i> a) E-Commerce I b) E-Commerce II	<i>UI/UX Expert</i> a) User Interface and Experience b) Project: Human Computer Interaction	<i>Strategic Marketing and Branding</i> a) Global Branding b) Customer Relationship Marketing	<i>Digital Marketing Controlling</i> a) Advanced Marketing Controlling b) Digital Analytics and Strategies	<i>Salesforce Consultant Specialization</i> a) Salesforce Administrator and Service Cloud Consultant b) Salesforce Sales Cloud Consultant
<i>Sales Management</i> a) Sales Management I b) Sales Management II	<i>Business Analyst</i> a) Business Intelligence I b) Project: Business Intelligence	<i>Communication and Public Relations</i> a) Communication and Public Relations I b) Communication and Public Relations II	<i>Product Development and Design Thinking</i> a) Product Development b) Design Thinking	



* Electives: For your M.A. Marketing Management 60 you can choose one elective module with two courses, amounting to 10 ECTS in total.
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.

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
Digital Business Models	DLMIDBM01_E	Digital Business Models	5	Exam or Case Study
Seminar: Current Issues in Marketing	DLMCIM01_E	Seminar: Current Issues in Marketing	5	Research Essay
ELECTIVE A*		e.g. Product Development and Design Thinking	10	
Master Thesis		Master Thesis	14	Master Thesis
		Thesis Defense	1	Presentation: Colloquium



Each block concludes with a two-week exam preparation phase. You can 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. Exceptions to this are courses that count as admission requirements for other courses.



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.