

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												
Nov	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing									
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												
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	
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		
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		
Aug												
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												
Feb												
Mar												
Apr										Elective B Course c	Elective B Course d	
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).

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.

Elective A*		Elective B*	
<i>E-Commerce</i>	<i>Business Analyst</i>	<i>E-Commerce</i>	<i>Business Analyst</i>
a) E-Commerce I	a) Business Intelligence I	c) E-Commerce I	c) Business Intelligence I
b) E-Commerce II	b) Project: Business Intelligence	d) E-Commerce II	d) Project: Business Intelligence
<i>Sales Management</i>	<i>UI/UX Expert</i>	<i>Sales Management</i>	<i>UI/UX Expert</i>
a) Sales Management I	a) User Interface and Experience	c) Sales Management I	c) User Interface and Experience
b) Sales Management II	b) Project: Human Computer Interaction	d) Sales Management II	d) Project: Human Computer Interaction
<i>Strategic Marketing and Branding</i>	<i>Product Development and Design Thinking</i>	<i>Strategic Marketing and Branding</i>	<i>Product Development and Design Thinking</i>
a) Global Branding	a) Product Development	c) Global Branding	c) Product Development
b) Customer Relationship Marketing	b) Design Thinking	d) Customer Relationship Marketing	d) Design Thinking
<i>Communication and Public Relations</i>	<i>Salesforce Consultant Specialization</i>	<i>Communication and Public Relations</i>	<i>Salesforce Consultant Specialization</i>
a) Communication and Public Relations I	a) Salesforce Administrator and Service Cloud Consultant	c) Communication and Public Rel.	c) Salesforce Administrator and Service Cloud Consultant
b) Communication and Public Relations II	b) Salesforce Sales Cloud Consultant	d) Communication and Public Relations II	d) Salesforce Sales Cloud Consultant
<i>Internship</i>		<i>Internship</i>	

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	DLMBSME01	Strategic Management	5	Exam
Leadership	DLMLSE01-01	Leadership	5	Exam
Advanced Marketing Controlling	DLMAAMC01_E	Advanced Marketing Controlling	5	Exam
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
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.