

CURRICULUM M.A. MARKETING MANAGEMENT

DISTANCE LEARNING, 120 ECTS credits

Semester			Module	Course Code	Course	ECTS credits	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	International Marketing	DLMMARE01	International Marketing	5	Exam
			Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
			International Consumer Behavior	DLMBCBR01	International Consumer Behavior	5	Exam
	2. Semester	2. Semester	Applied Statistics	MMET02-01_E	Applied Statistics	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
2. Semester	3. Semester	3. Semester	Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay
			Strategic Management	DLMBSME01	Strategic Management	5	Exam
			Advanced Marketing Controlling	DLMAAMC01_E	Advanced Marketing Controlling	5	Exam
	4. Semester	4. Semester	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
3. Semester	5. Semester	5. Semester	Marketing Project	DLMMFS01_E	Marketing Project	5	Project Report
			Leadership	DLMBLSE01-01	Leadership	5	Exam
	6. Semester	6. Semester	ELECTIVE A*		e.g. E-Commerce	10	
			ELECTIVE B*		e.g. Strategic Marketing and Branding	10	
4.	6.	8.	Master Thesis		Master Thesis Thesis Defense	27 3	Master Thesis Presentation: Colloquium
Total			120 ECTS credits				



INTERNATIONAL
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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.



* Electives: Choose two modules, every elective module can only be chosen once.

***"Internship" is only available in **mystudies**.

FT: Full-Time, 24 months
PT I: Part-Time I, 36 months
PT II: Part-Time II, 48 months

Elective A & B

Business Analyst
Communication and Public Relations
E-Commerce
Product Development and Design Thinking
Sales Management
Strategic Marketing and Branding
UI/UX Expert
Salesforce Consultant
AI and Mastering AI Prompting
Internship**



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