# CURRICULUM M.A. ENG. GROWTH HACKING

## DISTANCE LEARNING, 120 ECTS credits



IU INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

| Semester FT | Semester PT I | Semester PT II | Module | Course Code | Course | ECTS credits | Type of Exam |
|---|---|---|---|---|---|---|---|
| 1. Semester | 1. Semester | 1. Semester | Advanced Growth Hacking | DLMGHAGH01 | Advanced Growth Hacking | 5 | Case Study |
| | | | International Consumer Behavior | DLMBCBR01 | International Consumer Behavior | 5 | Exam |
| | | | Online and Social Media Marketing | DLMWOM01_E | Online and Social Media Marketing | 5 | Case Study |
| | 2. Semester | 2. Semester | Advanced Research Methods | DLMARM01 | Advanced Research Methods | 5 | Written Assignment |
| | | | Data Driven Marketing | DLMOMDDMC01_E | Data Driven Marketing | 5 | Exam |
| | | | Project: Growth Hacking Tools | DLMGHPGHT01 | Project: Growth Hacking Tools | 5 | Project Report |
| 2. Semester | 3. Semester | 3. Semester | Performance Marketing: Search and Social | DLMOMPMSS01_E | Performance Marketing: Search and Social | 5 | Written Assignment |
| | | | Design, Lean and Game: Social and creative methods | DLMOMDLG01_E | Design, Lean and Game: Social and creative methods | 5 | Oral Assignment |
| | | | Digital Analytics and Strategies | DLMMADAS01_E | Digital Analytics and Strategies | 5 | Case Study |
| | 4. Semester | 4. Semester | Web and Mobile Development | DLMOMMM01_E | Web and Mobile Development | 5 | Portfolio |
| | | | Project: Conversion Rate Optimization | DLMGHPCRO01 | Project: Conversion Rate Optimization | 5 | Oral Project Report |
| 3. Semester | 4. Semester | 5. Semester | Project: Growth Hack Development | DLMGHPGHD01 | Project: Growth Hack Development | 5 | Project Report |
| | | | User Interface and Experience | DLMAIEUIUX01 | User Interface and Experience | 5 | Exam |
| | | 6. Semester | Seminar: Previous and Current Growth Hacks | DLMGHSPCGH01 | Seminar: Previous and Current Growth Hacks | 5 | Research Essay |
| | 5. Semester | | ELECTIVE A* | | e.g. Business Analyst | 10 | |
| | | 7. | ELECTIVE B* | | e.g. Neuromarketing | 10 | |
| 4. | 6. | 8. | Master Thesis | | Master Thesis / Thesis Defense | 27 / 3 | Master Thesis Presentation: Colloquium |
| Total 120 ECTS credits | | | | | | | |

| Majors | Elective A | Elective B |
|---|---|---|
| E-Commerce & Sales | E-Commerce | Sales Management |
| Marketing & Communications | Strategic Marketing and Branding | Communication and Public Relations |
| Social Media | Social Media Models and Creation | Social Media Campaigns and Agile Online Marketing |
| Business & AI | Business Analyst | Artificial Intelligence |
| Salesforce | Salesforce Consultant Specialization | Salesforce Developer Specialization |
| Online & Neuromarketing | SEA and Social Media Marketing | Neuromarketing |
| Big Data & Analyttics | Big Data Applications | Data Science and Analytics |
| Communitymanagement & Content Creation | Communitymanagement and Online-Communiation | Content Creation and Storytelling |
| Marketing & Controlling | International Marketing and Marketing Controlling | Marketing Research and Digital Campaigns |
| Innovation & Digital Transformation | Innovation und Sales | Digital Transformation |
| Product Management | Product Development and Design Thinking | Marketing Project and Agile Project Management |
| Start Up | Lean Start Up and Current Topics of Innovation und Entrepreneurship | Start Up Lab |
| | | AI and Mastering AI Prompting |