CURRICULUM M.A. DIGITAL MARKETING

DISTANCE LEARNING, 60 ECTS

Semester FT	Semester PT I	Semester PT II	Module	Course Code	Course	ECTS	Type of Exam
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	
		4.	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
AI and Mastering AI Prompting

ⓘ

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

☑

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