

CURRICULUM M.A. DIGITAL MARKETING**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
			Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study
			Customer Relationship Marketing	MWMA2_E	Customer-Relationship-Marketing	5	Exam
	2. Semester	2. Semester	Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
			Design, Lean and Game: Social and creative methods	DLMOMDLG01_E	Design, Lean and Game: Social and creative methods	5	Oral Assignment
			Marketing Project	DLMMFS01_E	Marketing Project	5	Project Report
2. Semester	3. Semester	3. Semester	International IT Law	DLMIMWITR01_E	International IT Law	5	Exam
			User Interface and Experience	DLMAIEUIUX01	User Interface and Experience	5	Exam
			Performance Marketing: Search and Social	DLMOMPMS01_E	Performance Marketing: Search and Social	5	Written Assignment
	4. Semester	4. Semester	Performance Marketing: Affiliate and Mail	DLMOMPAM01_E	Performance Marketing: Affiliate and Mail	5	Oral Assignment
			Advanced Research Methods	DLMARM01-01	Advanced Research Methods	5	Written Assignment
			Project: Agile Online Marketing	DLMOMPAOM01_E	Project: Agile Online Marketing	5	Project Report
3. Semester	5. Semester	5. Semester	Digital Analytics and Strategies	DLMMDAS01_E	Digital Analytics and Strategies	5	Case Study
			Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay
	6. Semester	6. Semester	ELECTIVE A*		e.g. E-Commerce	10	
			ELECTIVE B*		e.g. Mobile Marketing	10	
4.	6.	8.	Master Thesis	MMTHE01 MMTHE02	Master Thesis Colloquium	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.

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

Elective A

SEA and Social Media Marketing
Data Driven Marketing and Controlling
Mobile Marketing
E-Commerce
Salesforce Consultant Specialization

Elective B

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 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.