

CURRICULUM M.A. ENG. GROWTH HACKING

DISTANCE LEARNING, 120 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
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	DLMOMPSS01_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	DLMMDAS01_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
			Project: Growth Hack Development	DLMGHPGHD01	Project: Growth Hack Development	5	Project Report
3. Semester	5. Semester	5. Semester	User Interface and Experience	DLMAIEUIUX01	User Interface and Experience	5	Exam
			Seminar: Previous and Current Growth Hacks	DLMGHSPCGH01	Seminar: Previous and Current Growth Hacks	5	Research Essay
	6. Semester	6. Semester	ELECTIVE A*		e.g. Business Analyst	10	
			ELECTIVE B*		e.g. Neuromarketing	10	
4.	6.	8.	Master Thesis		Master Thesis Thesis Defense	27 3	Master Thesis Presentation: Colloquium
Total 120 ECTS							

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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



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

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 & Analytics	Big Data Applications	Data Science and Analytics
Communitymanagement & Content Creation	Communitymanagement and Online-Communication	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