

CURRICULUM M.A. MARKETING MANAGEMENT

DISTANCE LEARNING, 60 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 Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
			Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study
			Seminar: Current Issues in Marketing	DLMCIM01_E	Seminar: Current Issues in Marketing	5	Research Essay
2. Semester	3. Semester	3. Semester	Digital Business Models	DLMIDBM01_E	Digital Business Models	5	Exam or Case Study
			ELECTIVE A*		e.g. E-Commerce	10	
	4. Semester	4. Semester	Master Thesis		Master Thesis	14	Master Thesis
						Thesis Defense	1
Total			60 ECTS credits				

Elective A

Business Analyst
 Communication and Public Relations
 Digital Marketing Controlling
 E-Commerce
 Product Development and Design Thinking
 Sales Management
 Strategic Marketing and Branding
 UI/UX Expert
 Salesforce Consultant
 KI und Mastering KI Prompting



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



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You've already planned out exactly how your course schedule should look? Wonderful! The IU 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