

CURRICULUM B.A. MARKETING
DISTANCE LEARNING

Semester			Module	Course Code	Course	ECTS credits	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Marketing I	BMAR01-02_E	Marketing I	3	Exam
			Marketing II	BMAR02-02_E	Marketing II	2	Exam
			Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook (passed / not passed)
	2. Semester	2. Semester	Business 101	DLBBAB01_E	Business 101	5	Exam or Written Assignment
			Consumer Behavior	DLBMP02_E	Consumer Behavior	5	Exam
			Project: Design Thinking	DLBINGDT01_E	Project: Design Thinking	5	Project Report
2. Semester	3. Semester	3. Semester	ELECTIVES D		Internship or modules to choose	5	
			Social Media Marketing	DLBMSM02-01_E	Social Media Marketing	5	Advanced Workbook
			Fundamentals of Product Management	DLBPROGPM01_E	Fundamentals of Product Management	5	Exam
	4. Semester	4. Semester	Marketing Communications	DLBMAK01_E	Marketing Communications	5	Case Study
			International Business Law	DLBHMEIBL01	International Business Law	5	Exam or Advanced Workbook
			Agile Project Management	DLBCSAPM01	Agile Project Management	5	Project Report
3. Semester	5. Semester	5. Semester	ELECTIVES D		Internship or modules to choose	5	
			Pricing	DLBMP01_E	Pricing	5	Exam
			Customer Relationship Management	DLBCRM01_E	Customer Relationship Management	5	Exam
	6. Semester	6. Semester	Management Accounting	DLBMAE01	Management Accounting	5	Exam or Written Assignment
			Market Research	BMFO01_E	Market Research	5	Exam
			Project: Digital Business Models	DLBWPDBM01_E	Project: Digital Business Models	5	Project Report
4. Semester	7. Semester	7. Semester	ELECTIVES D		Internship or modules to choose	5	
			Statistics	BSTA01-01_E	Statistics	5	Exam
			International Marketing	DLBDEIMB01	International Marketing	5	Exam
	8. Semester	8. Semester	Marketing Seminar	DLBMS01_E	Marketing Seminar	5	Written Assignment & Online Presentation
			Sales and Distribution	DLBMASD01_E	Sales and Distribution	5	Exam
			Project: Brand Management	DLBKWPBM01_E	Project: Brand Management	5	Project Report
5. Semester	9. Semester	9. Semester	ELECTIVES D		Internship or modules to choose	5	
			Project: Marketing Analytics	DLBDBPMA01_E	Project: Marketing Analytics	5	Project Report
			ELECTIVES A + B*		e.g. Advertising Psychology	10	
	10. Semester	10. Semester	ELECTIVES A + B*		e.g. Social Commerce	10	
			ELECTIVES D		Internship or modules to choose	5	
			Project: Sustainability from the Consumer Perspective	DLBCCPNKP01_E	Project: Sustainability from the Consumer Perspective	5	Oral Project Report
6. Semester	11. Semester	11. Semester	ELECTIVES D		Internship or modules to choose	5	
			ELECTIVES C*		e.g. Corporate Communication	10	
			Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Thesis Defense	9 1	Bachelor Thesis Presentation: Colloquium
Total							
180 ECTS credits							



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 available 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.

Information about electives D: Decide at the beginning between an internship at a company or modules from electives D. You will complete the internship with a practical reflection. If you decide on the modules from electives D, all modules from this area must be completed. Mixed forms of internship and compulsory electives D are not possible.

* Electives A+B: Four modules per elective to choose from, each elective module can only be chosen once.
** Electives C: Two modules per elective to choose from, each elective module can only be chosen once. When choosing a Certificate Course module in any foreign language (German, Italian, French, Spanish), the corresponding Foreign Language module (DLFSG for German, DLFSI for Italian, DLFSF_E for French, DLFSSE for Spanish) must also be selected. No other module can be selected beyond this.
FT: Full-Time, 36 months
PT I: Part-Time I, 48 months
PT II: Part-Time II, 72 months

Electives A + B:	Electives C:	Electives D:
Advertising Psychology Artificial Intelligence E-Commerce I E-Commerce II Online Marketing Project: AI Excellence with Creative Promptin Project: Campaigns in Social Media Project: Sustainability from the Consumer Pe Psychology of Persuasion Psychology of Communication Search Engine Advertising - SEA Search Engine Optimization - SEO Social Commerce	Advertising Psychology Artificial Intelligence Augmented, Mixed and Virtual Reality Business Consulting I Business Consulting II Certificate Course French Foreign Language French Certificate Course German Foreign Language German Certificate Course Italian Foreign Language Italian Certificate Course Spanish Foreign Language Spanish Corporate Communication CRM with Salesforce Service Cloud Data Analytics and Big Data Digital Future Commerce Digital Skills E-Commerce I	E-Commerce II Experience Psychology Managerial Economics Online Marketing Personal Career Plan Personal Elevator Pitch Project: AI Excellence with Creative Prompting Techniques Project: Campaigns in Social Media Project: Cross Media Marketing Project: Corporate Commu Psychology of Communcial Psychology of Persuasion Salesforce Fundamentals Search Engine Advertising - SEA Search Engine Optimization - SEO Social Commerce Studium Generale I Studium Generale II
		Internship: Marketing or Collaborative Work Conflict Management and Mediation Intercultural and Ethical Decision-Making Interaction and Communication in Organisations Interpersonal Skills Project: Public Speaking