

Distance Learning

Semester			Module	Module Code	Credit Points	Type of Assessment
FT	PT I	PT II				
1. Semester (Level 7)	1. Semester	1. Semester	Digital Marketing Strategy	LIBFWACSDLMDMDMS	15	Written Assessment: Case Study
			Online and Social Media Marketing	LIBFWAWADLMOSMM_E	15	Exam
			Advanced Research Methods	LIBFWAWADLMARM-01	15	Written Assessment: Written Assignment
	2. Semester	2. Semester	Global Brand Management	LIBFEXDLMBSPBE1	15	Exam
			Digital Analytics and Strategies	LIBFWACSDLMMADAS_E	15	Written Assessment: Case Study
			Ethic & Societal Considerations in Digital Marketing	LIBFWAREDLMDMSESCDM	15	Written Assessment: Research Essay
2. Semester (Level 7)	3. Semester	3. Semester	Project: Digital Campaigns	LIBFPDLMOMMM2_E	15	Portfolio
			Project: Agile Online Marketing	LIBFWAPRDLMOMPAOM_E	15	Written Assessment: Project Report
			Elective A		15	
	3. Semester	4. Semester	Master Thesis	LIBFMTMMTHE	45	Master Thesis
Total			180			



FT: Full-Time, 12 months
PT I: Part-Time I, 18 months
PT II: Part-Time II, 24 months



The sequence of the modules is to be strictly followed

Electives

Elective A

Current Topics in AI

Corporate Governance of IT, Compliance, and Law

Marketing Responsibility

Leadership

Analytical Software and Frameworks

Diversity Management

Internship