

## CURRICULUM M.A. GROWTH HACKING

### 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 | 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                          | DLMARM01-01   | 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<br>Thesis Defense                    | 27<br>3      | Master Thesis<br>Presentation:<br>Colloquium |
| Total<br>120 ECTS credits |             |             |                                                    |               |                                                    |              |                                              |

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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

| Majors                                            | Elective A                                                          | Elective B                                                          |
|---------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
| <b>E-Commerce &amp; Sales</b>                     | E-Commerce                                                          | Sales Management                                                    |
| <b>Social Media</b>                               | Social Media Models and Creation                                    | Social Media Campaigns and Agile Online Marketing                   |
| <b>Business &amp; AI</b>                          | Business Analyst                                                    | Artificial Intelligence                                             |
| <b>Salesforce</b>                                 | Project: Salesforce Consultant Specialization                       | Project: Salesforce Developer Specialization                        |
| <b>Online &amp; Neuromarketing</b>                | SEA and Social Media Marketing                                      | Neuromarketing                                                      |
| <b>Big Data &amp; Analytics</b>                   | Big Data Applications                                               | Data Science and Analytics                                          |
| <b>Communitymanagement &amp; Content Creation</b> | Communitymanagement and Online-Communication                        | Content Creation and Storytelling                                   |
| <b>Marketing &amp; Controlling</b>                | International Marketing and Marketing Controlling                   | Marketing Research and Digital Campaigns                            |
| <b>Innovation &amp; Digital Transformation</b>    | Innovation und Sales                                                | Digital Transformation                                              |
| <b>Product Management</b>                         | Product Development and Design Thinking                             | Marketing Project and Agile Project Management                      |
| <b>Start Up</b>                                   | Lean Start Up and Current Topics of Innovation und Entrepreneurship | Project: Start-Up-Lab                                               |
|                                                   |                                                                     | AI and Mastering AI Prompting<br>Communication and Public Relations |



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