

Master Management - Recommended Study Plan

Competence Area "Marketing Management in a Digital World"

1. Semester		2. Semester		3. Semester		4. Semester	
Courses	ECTS	Courses	ECTS	Courses	ECTS	Courses	ECTS
Introduction to Marketing Management	6	Advanced Topics in B2B-Marketing <i>Prerequisite: Introduction to Marketing Management</i>	2	Interdisciplinary Business Project Marketing Management <i>Prerequisites: Advanced Topics in B2B Marketing; Contemporary Issues in Marketing Management; Consumer Insights and Relationship Marketing</i>	8	General Management Competence – Elective	6
Creating Strategic Advantages	6	Contemporary Issues in Marketing Management <i>Prerequisite: Introduction to Marketing Management</i>	4	International Marketing Management <i>Prerequisite: Introduction to Marketing Management</i>	6	Master's Thesis Marketing Management	20
Advances in Leadership, Human Resource Management, and Change	6	Consumer Insights and Relationship Marketing <i>Prerequisite: Introduction to Marketing Management</i>	2	International Marketing Communication and Social Media <i>Prerequisite: Introduction to Marketing Management</i>	3		
Managerial Accounting	6	Interpersonal Skills and Intercultural Competence	4	Interpersonal Skills and Intercultural Competence	2		
Introduction to Digital Transformation and Technologies	6	Qualitative Research Methods Quantitative Research Methods	6	General Management Competence – Elective	6	Master's Thesis Seminar Marketing Management	3
		Corporate Finance	6				
		Free Electives	6	Free Electives	5	Free Electives	1
30		30		30		30	
Courses without prerequisites						Total	120