

**Master Management - Recommended Study Plan - Practitioner Pathway 8 semesters**  
**Competence Area "Marketing and Global Marketing in a Digital World"**

Semester 1 - 2		Semester 1 - 3		Semester 2 - 4		Semester 2 - 6		Semester 5-6		Semester 7 - 8	
Courses	ECTS	Courses	ECTS	Courses	ECTS	Courses	ECTS	Courses	ECTS	Courses	ECTS
Marketing Management	6	Creating Strategic Advantages	6	Advanced Topics in B2B-Marketing <i>Prerequisite: Marketing Management</i>	2	Managerial Accounting	6	Interdisciplinary Business Project Marketing and Global Marketing <i>Prerequisites: Advanced Topics in B2B Marketing; Marketing Instruments; Relationship Marketing</i>	8	Master Thesis Seminar Marketing / Global Marketing	1
Introduction to Digital Transformation and Technologies	6	Advances in Leadership, Human Resource Management, and Change	6	Marketing Instruments <i>Prerequisite: Marketing Management</i>	4	Financial Accounting	6			Master Thesis Colloquium Marketing / Global Marketing	3
		Organization	6	Relationship Marketing <i>Prerequisite: Marketing Management</i>	2	Corporate Finance	6			Master's Thesis Marketing / Global Marketing	19
				Global Marketing Management <i>Prerequisite: Marketing Management</i>	6	Interpersonal Skills and Intercultural Competence	6				
				Global Communication and Social Media <i>Prerequisite: Marketing Management</i>	3	Free Electives	12				
				Qualitative Research Methods Quantitative Research Methods	6						