

## Master Management - Recommended Study Plan

### Competence Area "Marketing and Global Marketing in a Digital World"

| 1. Semester   |      | 2. Semester   |      | 3. Semester  |      | 4. Semester  |            |
|---|------|---|------|--|------|--|------------|
| Courses   | ECTS | Courses   | ECTS | Courses  | ECTS | Courses  | ECTS       |
| Creating Strategic Advantages                                 | 6    | Advanced Topics in B2B-Marketing<br><i>Prerequisite: Marketing Management</i> | 2    | Interdisciplinary Business Project Marketing and Global Marketing<br><i>Prerequisites: Advanced Topics in B2B Marketing; Marketing Instruments; Relationship Marketing</i> | 8    | Corporate Finance                                  | 6          |
| Marketing Management  | 6    | Marketing Instruments<br><i>Prerequisite: Marketing Management</i>            | 4    | Global Marketing Management<br><i>Prerequisite: Marketing Management</i>   | 6    | Master's Thesis Marketing / Global Marketing       | 19         |
| Organization  | 6    | Relationship Marketing<br><i>Prerequisite: Marketing Management</i>           | 2    | Global Communication and Social Media<br><i>Prerequisite: Marketing Management</i>   | 3    |  |            |
| Advances in Leadership, Human Resource Management, and Change | 6    | Interpersonal Skills and Intercultral Competence                              | 4    | Interpersonal Skills and Intercultral Competence   | 2    |  |            |
| Introduction to Digital Transformation and Technologies       | 6    | Qualitative Research Methods<br>Quantitative Research Methods                 | 6    | Financial Accounting   | 6    | Master Thesis Seminar Marketing / Global Marketing | 1          |
|   |      | Managerial Accounting   | 6    | Master Thesis Colloquium Marketing / Global Marketing  | 3    |  |            |
|   |      | Free Electives  | 6    | Free Electives   | 2    | Free Electives                                     | 4          |
| <b>30</b>   |      | <b>30</b>   |      | <b>30</b>  |      | <b>30</b>  |            |
|   |      |   |      |  |      | Total  | <b>120</b> |

**Courses without prerequisites**