

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
Marketing Management	6	Advanced Topics in B2B-Marketing <i>Prerequisite: Marketing Management</i>	2	Interdisciplinary Business Project Marketing and Global Marketing <i>Prerequisites: Advanced Topics in B2B Marketing; Marketing Instruments; Relationship Marketing</i>	8	General Management Competence – Elective	6
Creating Strategic Advantages	6	Marketing Instruments <i>Prerequisite: Marketing Management</i>	4	Global Marketing Management <i>Prerequisite: Marketing Management</i>	6	Master's Thesis Marketing / Global Marketing	19
Advances in Leadership, Human Resource Management, and Change	6	Relationship Marketing <i>Prerequisite: Marketing Management</i>	2	Global Communication and Social Media <i>Prerequisite: 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 / Global Marketing	3
		Corporate Finance	6	Master's Thesis Colloquium Marketing / Global Marketing	1		
		Free Electives	6	Free Electives	4	Free Electives	2
30		30		30		30	
Courses without prerequisites						Total	120