

Master Management - Recommended Study Plan - Practitioner Pathway 6 semesters

Competence Area "Marketing Management in a Digital World"

Semester 1		Semester 1 - 5		Semester 2 - 3		Semester 3 - 4		Semester 5 - 6	
Courses	ECTS	Courses	ECTS	Courses	ECTS	Courses	ECTS	Courses	ECTS
Introduction to Marketing Management	6	Managerial Accounting	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	Master's Thesis Seminar Marketing Management	3
Creating Strategic Advantages	6	Corporate Finance	6	Contemporary Issues in Marketing Management <i>Prerequisite: Introduction to Marketing Management</i>	4			Master's Thesis Marketing Management	20
Advances in Leadership, Human Resource Management, and Change	6	General Management Competence - Elective	12	Consumer Insights and Relationship Marketing <i>Prerequisite: Introduction to Marketing Management</i>	2				
Introduction to Digital Transformation and Technologies	6	Interpersonal Skills and Intercultural Competence	6	International Marketing Management <i>Prerequisite: Introduction to Marketing Management</i>	6				
		Free Electives	12	International Marketing Communication and Social Media <i>Prerequisite: Introduction to Marketing Management</i>	3				
				Qualitative Research Methods Quantitative Research Methods	6				