

**Master Management - Recommended Study Plan - Practitioner Pathway 8 semesters**  
**Competence Area "Marketing Management 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
Introduction to Marketing Management	6	Creating Strategic Advantages	6	Advanced Topics in B2B-Marketing <i>Prerequisite: Introduction to Marketing Management</i>	2	Corporate Finance	6	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
Introduction to Digital Transformation and Technologies	6	Advances in Leadership, Human Resource Management, and Change	6	Contemporary Issues in Marketing Management <i>Prerequisite: Introduction to Marketing Management</i>	4	General Management Competence - Elective	12			Master's Thesis Marketing Management	20
		Managerial Accounting	6	Consumer Insights and Relationship Marketing <i>Prerequisite: Introduction to Marketing Management</i>	2	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						