

CURRICULUM M.A. DIGITAL MARKETING

DISTANCE LEARNING, 120 ECTS credits

	Semester			Module	Course Code	Course	ECTS credits	Type of Exam	
	FT	PT I	PT II						
1. Semester	1. Semester	1. Semester	1. Semester	International Marketing	DLMMARE01	International Marketing	5	Exam	
				Online and Social Media Marketing	DLMWOM01_E	Online and Social Media Marketing	5	Case Study	
				Customer Relationship Marketing	MWMA2_E	Customer-Relationship-Marketing	5	Exam	
	2. Semester	2. Semester	2. Semester	Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam	
				Design, Lean and Game: Social and creative methods	DLMOMDLG01_E	Design, Lean and Game: Social and creative methods	5	Oral Assignment	
				Marketing Project	DLMMFS01_E	Marketing Project	5	Project Report	
2. Semester	3. Semester	3. Semester	3. Semester	International IT Law	DLMIMWITR01_E	International IT Law	5	Exam	
				User Interface and Experience	DLMAIEUIUX01	User Interface and Experience	5	Exam	
				Performance Marketing: Search and Social	DLMOMPSS01_E	Performance Marketing: Search and Social	5	Written Assignment	
	4. Semester	4. Semester	4. Semester	4. Semester	Performance Marketing: Affiliate and Mail	DLMOMPAM01_E	Performance Marketing: Affiliate and Mail	5	Oral Assignment
					Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
					Project: Agile Online Marketing	DLMOMPAOM01_E	Project: Agile Online Marketing	5	Project Report
3. Semester	5. Semester	5. Semester	5. Semester	Digital Analytics and Strategies	DLMMDAS01_E	Digital Analytics and Strategies	5	Case Study	
				Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay	
				ELECTIVE A*		e.g. E-Commerce	10		
4.	6.	8.	8.	ELECTIVE B*		e.g. Mobile Marketing	10		
				Master Thesis	MMTHE01 MMTHE02	Master Thesis Colloquium	27 3	Master Thesis Presentation: Colloquium	
Total				120 ECTS credits					



You've already planned out exactly how your course schedule should look? Wonderful! The IU International University of Applied Sciences offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.

* Electives: Choose two modules, every elective module can only be chosen once.

FT: Full-Time, 24 months
PT I: Part-Time I, 36 months
PT II: Part-Time II, 48 months

Elective A	Elective B
SEA and Social Media Marketing Data Driven Marketing and Controlling Mobile Marketing E-Commerce Salesforce Consultant Specialization	SEA and Social Media Marketing Data Driven Marketing and Controlling Mobile Marketing E-Commerce Innovation and Entrepreneurship Product Development and Design Thinking Sales, Pricing and Brand Management Artificial Intelligence Communication and Public Relations Salesforce Developer Specialization Process Management with Scrum Project Management with Prince2 Big Data Applications Data Science and Analytics Business Analyst Communitymanagement and Online Communication Social Media Creation Neuromarketing Social Media Campaigns and Storytelling Growth Hacking and Conversion Rate Optimization Consumer Behaviour and Digital Business Models AI and Mastering AI Prompting

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You can find more information about your degree program in the module handbook on our website.