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# MASTER (M.A.)

# MARKETING MANAGEMENT

Managers in marketing and sales are faced with an increasingly complex and interactive range of tasks. Your future fields of employment after graduating with this master's degree are initial management positions in the areas of marketing and/or sales—in agencies, in small and medium sized enterprises, large international corporations, or NGOs.



#### Degree

Master of Arts (M.A.)



#### Study start

Start online studies: Anytime

Start (on campus): October 2023

(then 4 times a year; Oct, Jan, Apr or Jul)



#### Study model and accreditation

- Online studies or On Campus
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



#### Duration

Online: 12, 18, or 24 months (60 ECTS); 24, 36 or 48 months (120 ECTS)

On Campus: 12 months (60 ECTS); 24 months (120 ECTS)



#### Credits

60 or 120 ECTS

## Study Content (60 or 120 ECTS)

1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE 60-ECTS-MODEL	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec	Apr/May	International Consumer Behavior	1	5 ECTS	E
Oct/Nov/Dec	Apr/May	Applied Marketing Research		5 ECTS	E
Oct/Nov/Dec	Apr/May	Online and Social Media Marketing		5 ECTS	WACS
Jan/Feb/Mar	Jul/Aug	International Marketing		5 ECTS	E
Jan/Feb/Mar	Jul/Aug	Advanced Research Methods		5 ECTS	WAWA
Jan/Feb/Mar	Jul/Aug	Digital Business Models		5 ECTS	WACS
Apr/May	Oct/Nov/Dec	Seminar: Current Issues in Marketing	2	5 ECTS	WARE
Apr/May	Oct/Nov/Dec	Electives A		10 ECTS	
Online		Master Thesis & Colloquium		15 ECTS	WAMT & PC
1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE 120-ECTS-MODEL	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec		International Consumer Behavior	1	5 ECTS	E
Oct/Nov/Dec		Applied Marketing Research		5 ECTS	E
Oct/Nov/Dec		Online and Social Media Marketing		5 ECTS	WACS
Jan/Feb/Mar		International Marketing		5 ECTS	E
Jan/Feb/Mar		Advanced Research Methods		5 ECTS	WAWA
Jan/Feb/Mar		Seminar: Marketing Responsibility		5 ECTS	WARE
Apr/May		Applied Statistics	2	5 ECTS	E
Apr/May		Strategic Management		5 ECTS	E
Apr/May		Leadership		5 ECTS	E
Jul/Aug		Advanced Marketing Controlling		5 ECTS	E
Jul/Aug		Digital Business Models		5 ECTS	E/WACS
Jul/Aug		Digital Analytics and Strategies		5 ECTS	WACS
Oct/Nov/Dec	Apr/May	Seminar: Current Issues in Marketing	3	5 ECTS	WARE
Oct/Nov/Dec	Apr/May	Marketing Project		5 ECTS	WAPR
Jan/Feb/Mar	Jul/Aug	Electives A		10 ECTS	
Apr/May	Oct/Nov/Dec	Electives B	4	10 ECTS	
Online		Master Thesis & Colloquium		30 ECTS	WAMT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OPR = Oral project report, P = Portfolio, POP = Proof of Participation

### CHOOSE YOUR ELECTIVES

**Electives on Campus:** Those elective modules where the minimum number of participants is not reached will not be offered on campus but only online (distance learning). However, IU ensures that there are always electives on campus.

#### Choose one module for the 60 ECTS Elective pool:

- Business Analyst
- Communication and Public Relations
- Digital Marketing Controlling
- E-Commerce
- Product Development and Design Thinking
- Sales Management
- Salesforce Consultant

- Strategic Marketing and Branding
- UI/UX Expert

#### Choose two modules for the 120 ECTS Elective pool:

- Business Analyst
- Communication and Public Relations
- E-Commerce
- Internship\*
- Product Development and Design Thinking
- Sales Management
- Salesforce Consultant
- Strategic Marketing and Branding
- UI/UX Expert

\*Only available for on campus study programmes.

## ELECTIVES

In this programme, you can choose electives in order to specialise in a field you're interested in. Here's a short introduction to a few electives.

### SALES

With electives such as “E-Commerce” and “Sales Management”, you will learn instruments and methods for successful sales. After completing the course, you will know how modern sales works and be familiar with sales systems, new customer acquisitions, and sales channels. You also come to master the fundamentals of sales policy and be able to apply these to different sales channels.

### COMMUNICATION AND BRANDING

Electives such as “Strategic Marketing and Branding” and “Communication and Public Relations” will give you key skills needed for managing global brands. Branding is crucial for the long-term achievement of a company's strategic success. You will learn to manage the perception of companies based on mission statements and corporate values. In the field of communication, you will learn how to professionally design press and public relations materials and gain extensive knowledge about general communication processes. In communication and/or branding, you will understand how to deal with external and internal partners to ensure a positive overall image and satisfied clients.

### ONLINE AND SOCIAL MEDIA

Deal with the strategic positioning of companies online and on social media, optimise their online presence, and learn to measure success with relevant key figures: In this module and with specialisations like “E-Commerce”, you will learn about e-commerce concepts, different forms of marketing, and ways to distribute products and services on the internet. You will explore tools for social media marketing and relevant channels in order to use them successfully in future communication measures and strategies.

## CAREER OUTLOOK

Managers in Marketing and Sales are faced with an increasingly **complex and dynamic range of tasks**. Their work largely determines the success or failure of a company. The areas of responsibility of our graduates are very diverse: As marketing managers they develop national or **international brand and product** strategies, plan and implement target group-specific **product and marketing** concepts, or design successful sales processes and tools—whether in agencies, in large or medium-sized companies or NGOs.

Since virtually every company sells products or services, the career prospects are excellent. Experts with sound marketing and sales knowledge are sought after almost everywhere.

## ADMISSION

We try to keep admission as simple as possible at IU. To successfully enroll, there are just a few requirements we need you to prove.

### ADMISSION REQUIREMENTS FOR 120-ECTS

- Completed undergraduate degree with 180 ECTS with a focus on **economics or related subjects**
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least “satisfactory” or Grade C equivalent in your previous undergraduate degree

### ADMISSION REQUIREMENTS FOR 60-ECTS

- Completed, undergraduate degree with 240 ECTS
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least “satisfactory” or Grade C equivalent in your previous undergraduate degree
- Proof of at least one year's professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies

### FURTHER ADMISSION OPPORTUNITIES

#### For the 60 ECTS programme:

Depending on your previous education, the following entry options are applicable for the **60-ECTS** Master's degree:

- undergraduate degree with 210 ECTS: you can bridge the gap of 30 ECTS with the proof of one year qualified work experience
- undergraduate degree with 180 ECTS: you can bridge the gap of 60 ECTS with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.

Is your undergraduate degree not in the required subject field for this programme's **120 ECTS points variation admission** requirements? You can still apply! You'll have to take 2 specific courses at the start of your studies, and pass them successfully in order to continue with your studies. That way, you don't have to take an entrance examination, and can prove your skills while earning ECTS points as part of your studies.

### WORK EXPERIENCE

For the 60 ECTS programme:

- Proof of at least one year's qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).

- Don't have a year's worth of qualified work experience? Don't worry! With the Scholarship Programme, you can start your studies right away, and gain your professional experience alongside your studies. You'll need to achieve the one year's worth of experience before you complete your Scholarship Programme.
- You can provide us a translation of your employment contract and your pay slip or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.

### SCHOLARSHIP PROGRAMME

Start in our scholarship programme as a participant with immediate access to 50% of your courses. Once admission and the courses are completed, you can finish your degree.

- To start a 120-ECTS degree, you will need a minimum of 180 ECTS credits from your previous studies.
- To start a 60-ECTS degree, you will need a minimum of 240 ECTS credits from your previous studies but can "bridge" up to 60 ECTS with 2 years of professional experience.

**Questions?** Speak to one of our study advisors, they will guide you through every step of the process.

### PROOF OF ENGLISH LANGUAGE SKILLS

We therefore ask for proof of your English language skills\*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

#### Accepted certifications:

- English Courses (complimentary when signing up with IU)\*\*
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

## 8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate

\*Proof must be provided before the start of the study and must not be older than five years.

\*\*Please note that English Courses aren't accepted as a language certificate for on campus study programmes.