

CURRICULUM M.A. MARKETING MANAGEMENT

myStudies, 120 ECTS

Month	Model 1: Programme Start October			Model 2: Programme Start January			Model 3: Programme Start April			Model 4: Programme Start July			
	Courses			Courses			Courses			Courses			
Oct													
Nov	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing										
Dec													
Jan	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility							
Feb													
Mar													
Apr	Applied Statistics	Strategic Management	Leadership	Applied Statistics	Strategic Management	Leadership	Applied Statistics	Strategic Management	Leadership				
May													
Jun	Semester Break												
Jul	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	Advanced Marketing Controlling	Digital Business Models	Digital Analytics and Strategies	
Aug													
Sep	Semester Break												
Oct													
Nov	Seminar: Current Issues in Marketing	Marketing Project		International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	International Consumer Behavior	Applied Marketing Research	Online and Social Media Marketing	
Dec													
Jan	Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility	International Marketing	Advanced Research Methods	Seminar: Marketing Responsibility	International Marketing	Advanced Research Methods	
Feb													
Mar													
Apr	Elective B Course c	Elective B Course d	Seminar: Current Issues in Marketing	Marketing Project		Seminar: Current Issues in Marketing		Marketing Project		Applied Statistics	Strategic Management	Leadership	
May													
Jun	Semester Break												
Jul	Master Thesis			Master Thesis			Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	
Aug													
Sep	Semester Break												
Oct				Elective B Course c	Elective B Course d	Elective B Course c	Elective B Course d	Seminar: Current Issues in Marketing	Marketing Project				
Nov													
Dec													
Jan													
Feb													
Mar													
Apr										Elective B Course c	Elective B Course d		
May													



Here you see the order in which you study your courses in presence depending on your personal study start in October, January, April or July. Each semester consists of two blocks. In each block, you attend classes on campus for usually three courses to deepen the content in direct exchange with your fellow students and lecturers. You have semester breaks in June and September. Attending the courses on campus is mandatory and will be verified due to Visa regulations (not valid for DACH students).

Each block concludes with a two-week exam preparation phase. You can defer those exams to a later date that you do not want to take during this period. This way, your exam phases are always spread evenly over the year. Exceptions to this are courses that count as admission requirements for other courses.

Attention: Attendance times may vary slightly depending on public holidays and the federal state holidays the campus is located in.

If you are studying Model 2 or 4 you will have to start your Master Thesis before completing your Elective B courses.

Elective A-	Business Analyst	Elective B-	Business Analyst
E-Commerce a) E-Commerce I b) E-Commerce II	a) Business Intelligence I b) Project: Business Intelligence*	E-Commerce c) E-Commerce I d) E-Commerce II	c) Business Intelligence I d) Project: Business Intelligence*
Sales Management a) Sales Management I b) Sales Management II	UI/UX Expert a) User Interface and Experience b) Project: Human Computer Interaction*	Sales Management c) Sales Management I d) Sales Management II	UI/UX Expert c) User Interface and Experience d) Project: Human Computer Interaction*
Strategic Marketing and Branding a) Global Branding b) Customer Relationship Marketing	Product Development and Design Thinking a) Product Development b) Design Thinking	Strategic Marketing and Branding c) Global Branding d) Customer Relationship Marketing	Product Development and Design Thinking c) Product Development d) Design Thinking
Communication and Public Relations a) Communication and Public b) Communication and Public Relations II	Salesforce Consultant Specialization a) Salesforce Administrator and Service Cloud Consultant b) Salesforce Sales Cloud Consultant	Communication and Public Relations c) Communication and Public Relations d) Communication and Public Relations	Salesforce Consultant Specialization c) Salesforce Administrator and Service Cloud Consultant d) Salesforce Sales Cloud Consultant
Internship		Internship	

Module	Course Code	Course	ECTS	Type of Exam
International Consumer Behavior	DLMBCCR01	International Consumer Behavior	5	Exam
Applied Marketing Research	DLMBCCR02	Applied Marketing Research	5	Exam
Online and Social Media Marketing	DLWOMOML_E	Online and Social Media Marketing	5	Case Study
International Marketing	DLIMARE01	International Marketing	5	Exam
Advanced Research Methods	DLIMAR01	Advanced Research Methods	5	Written Assignment
Seminar: Marketing Responsibility	DLMMASMR01_E	Seminar: Marketing Responsibility	5	Research Essay
Applied Statistics	MMET02-01_E	Applied Statistics	5	Exam
Strategic Management	DLBBSME01	Strategic Management	5	Exam
Leadership	DLBBSLE01-01	Leadership	5	Exam
Advanced Marketing Controlling	DLMMAMCOL_E	Advanced Marketing Controlling	5	Exam
Digital Business Models	DLIMIDB01_E	Digital Business Models	5	Exam or Case Study
Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5	Case Study
Seminar: Current Issues in Marketing	DLMICM01_E	Seminar: Current Issues in Marketing	5	Research Essay
Marketing Project	DLMMFS01_E	Marketing Project	5	Project Report
ELECTIVE A-		e.g. E-Commerce	10	
ELECTIVE B-		e.g. Communication and Public Relations	10	
Master Thesis		Master Thesis	27	Master Thesis Presentation: Colloquium
		Thesis Defense	3	

* Electives: For your M.A. Marketing Management 120 you can choose two elective modules with two courses each, amounting to 20 ECTS in total. Every elective module can only be chosen once.

* This course comes with admissions requirement. Please consult the module handbook for more information.

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