Vollzeit (4 Semester)

M.A. Digital Marketing Management

ISM INTERNATIONAL SCHOOL OF MANAGEMENT

1. Semester

Applied Statistics & Advanced Market Research

Digital Marketing Strategy & Planning

Digital Customer Experience

Leadership

2. Semester

Innovation and Strategic Management

Digital Communication

Digital Marketing Tools

Digital Bootcamp

3. Semester

Ethics and Law

Wahlmodul:
Essentials of Global Sustainable Development
oder:
Policies & Trends in Sustainability

Negotiation & Consulting

Research and Consulting Project

4. Semester

Master-Thesis

Teilzeit (6 Semester)

M.A. Digital Marketing Management

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1. Semester

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Digital Customer Experience

Leadership

2. Semester

Innovation and Strategic Management

Digital Marketing Strategy & Planning

3. Semester

Digital Communication

Digital Marketing Tools

Digital Bootcamp

4. Semester

Ethics and Law

Wahlmodul:
Essentials of Global Sustainable Development
oder:
Policies & Trends in Sustainability

Negotiation & Consulting

5. Semester

Research & Consulting Project

Master-Thesis

6. Semester

Master-Thesis

Teilzeit (8 Semester)

M.A. Digital Marketing Management

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Leadership

2. Semester

Digital Marketing Strategy & Planning

Digital Bootcamp

3. Semester

Innovation and Strategic Management

Digital Customer Experience

4. Semester

Digital Communication

Negotiation & Consulting

5. Semester

Ethics & Law

Digital Marketing Tools

6. Semester

Wahlmodul:
Essentials of Global Sustainable Development
oder:
Policies & Trends in Sustainability

Research & Consulting Project

7. Semester

Master-Thesis

8. Semester

Master-Thesis