

M.A. Strategic Marketing Management

1. Semester

Market Research

- Advanced Market Research
- Applied Statistics
- Consumer Behavior

Strategic Marketing

- Marketing Strategies & Planning
- Brand Management
- Trademark & Unfair Competition Law

Classic Communications

- Above-the-Line Communication
- Media Planning
- Integrated Communication

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

2. Semester

Relationship Marketing

- Services Marketing & Service Quality
- Internal Marketing & Behavioral Branding
- Customer Relationship Marketing

Digital Marketing

- Online Marketing, Online Advertising & Social Media
- E-Marketing & E-Commerce
- Mobile Marketing

Sales Marketing & Communications

- Price Management
- Direct Marketing
- Sales Promotion

Public & Publicity Communications

- Event Marketing & Sponsoring
- Product Placement & Branded Entertainment
- Public Relations

Market Research/Consulting Project

3. Semester

Auslandssemester

4. Semester

Master-Thesis

» FAST TRACK

Mit der Option Fast Track entfällt das Auslandssemester und du verkürzt das Pflichtpraktikum. Dadurch kannst du dein Studium in drei Semestern und mit 90 ECTS-Punkten absolvieren. Ein internationaler Doppelabschluss ist beim Fast Track nicht möglich. Bei Fragen hilft dir deine Studienberatung.