

MODULÜBERSICHT

Master International Marketing and Brand Management



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	International Marketing and Brand Management	International Marketing and Brand Management Global Market Strategy: Strategic Marketing from the Boardroom Brand Management: The Basics, The Frameworks and The Masterminds	6	Integrated Brand Communication in a Digitalized World (Digital) Brand Communication: Customer Journeys, User Experience and Analytics (Digital) Advertising: Programmatic Advertising, Zero Friction and More	6	 Auslandssemester ODER  Praktikum	15
		Customer Insights for Marketing and Brand Management Fundamentals of Consumer Behavior Behavioral Economics: From Heuristics to Nudging Empirical Research: Introduction to Quantitative and Qualitative Methods	6	Social Media: The Purpose, The Impact and The Use for Businesses			
				Marketing of Innovations The Basics of Innovation: Models, Context, Diffusion and Adoption How to Market Innovations: Analysis, Segmentation, Targeting, Positioning and The Right Marketing Mix	6		
		Business Project	3	Business Project	3		
MBS Core Modules	Intern. Business & Management	International Business and Management International Strategic Management Organizational Behavior Conscious Business	6	Internationaler Fokus (1 von 5) Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3	 Masterarbeit	15
		Internationaler Fokus (1 von 3) Business in Germany Business in Latin America Business in China	3				
		Fremdsprache (optional) German, Spanish, Chinese	(3)				
	Executive Skills	Communication in International Business Business Communication Business Ethics Negotiation Skills	6	Responsible Leadership in a Global Context Responsible Leadership Business and Society Master Thesis Preparation	5		
MBS Engagement			MBS Engagement	1			
Total ECTS 90							

Wir empfehlen internationalen Studierenden, Deutsch als Fremdsprache und den internationalen Fokus „Business in Germany“ (1. Semester) zu wählen.

