

MASTER INTERNATIONAL MARKETING AND BRAND MANAGEMENT – MODULE OVERVIEW



		FALL SEMESTER	SPRING SEMESTER		
PROGRAM SPECIFIC MODULES	INTERNATIONAL MARKETING AND BRAND MANAGEMENT	<p>International Marketing and Brand Management (6 ECTS)</p> <p>Global Market Strategy: Strategic Marketing from the Boardroom</p> <p>Brand Management: The Basics, The Frameworks and The Masterminds</p> <p>Customer Insights for Marketing and Brand Management (6 ECTS)</p> <p>Fundamentals of Consumer Behavior</p> <p>Behavioral Economics: From Heuristics to Nudging</p> <p>Empirical Research: Introduction to Quantitative and Qualitative Methods</p> <p>INTERNATIONAL BUSINESS PROJECT (6 ECTS)</p>	<p>Integrated Brand Communication in a Digitalized World (6 ECTS)</p> <p>(Digital) Brand Communication: Customer Journeys, User Experience and Analytics</p> <p>(Digital) Advertising: Programmatic Advertising, Zero Friction and More</p> <p>Social Media: The Purpose, The Impact and The Use for Businesses</p> <p>Marketing of Innovations (6 ECTS)</p> <p>The Basics of Innovation: Analysis, Segmentation, Targeting, Positioning and The Right Marketing Mix.</p>	<p>ELECTIVES* (2 out of 4)</p> <ul style="list-style-type: none"> • Brand Storytelling (3 ECTS) • Psychology of Marketing (3 ECTS) • Success Factor Happiness (3 ECTS) • Technology Trends (3 ECTS) <p>EUROPEAN BUSINESS PROJECT (6 ECTS)</p>	
	MBS CORE MODULES	INTERNATIONAL BUSINESS AND MANAGEMENT	<p>INTERNATIONAL BUSINESS AND MANAGEMENT (6 ECTS)</p> <p>International Strategic Management Organizational Behavior Conscious Business</p> <p>INTERNATIONAL FOCUS* (1 out of 3) Business in Germany (3 ECTS) Business in Latin America (3 ECTS) Business in China (3 ECTS)</p> <p>FOREIGN LANGUAGE* (optional, not guaranteed) German (3 ECTS)</p>	<p>INTERNATIONAL FOCUS* (1 out of 5)</p> <p>Business in Europe (3 ECTS) Business in Latin America (3 ECTS) Business in China (3 ECTS) Business in USA and Canada (3 ECTS) Business in Emerging Economies (3 ECTS)</p> <p>FOREIGN LANGUAGE* (optional, not guaranteed) German (3 ECTS)</p>	
		EXECUTIVE SKILLS	<p>COMMUNICATION IN INTERNATIONAL BUSINESS (6 ECTS)</p> <p>Business Communication Business Ethics Negotiation Skills</p>	<p>RESPONSIBLE LEADERSHIP IN A GLOBAL CONTEXT (5 ECTS)</p> <p>Responsible Leadership Business and Society Master Thesis Preparation</p>	
		TOTAL: 36 ECTS possible	TOTAL: 35 ECTS possible		

**The courses listed in this module overview are intended to be representative of the program curriculum and are subject to change. Course availability is not guaranteed and may vary each semester based on faculty availability, enrollment numbers, or academic requirements. The final list of confirmed courses will be shared with students during the official course selection period.*