



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 Marketing Strategy Global Brand Management	6	Integrated Brand Communication in a Digitalized World Marketing Communication: Strategy, Creation and Measurement Marketing Communication: Delivery and Optimization	6	 Auslandssemester ODER  Praktikum	15
		Customer Insights for Marketing and Brand Management Fundamentals of Customer Insight Management Quantitative Consumer Analysis Qualitative Consumer Analysis Research Project Combining Quantitative and Qualitative Data	6	Marketing of Innovations Innovation Process: Idea Innovation Process: Build & Test Innovation Process: Learn Managing Innovation	6		
		Business Project	3	Wahlfächer (2 von 6) Brand Storytelling, Psychology of Marketing, Independent Research Project, Success Factor Happiness, Applied Game Theory, Technology Trends	6		
				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.

