MODULE OVERVIEW

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		
		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 Inovation Process: Learn Managing Innovation	6	Semester Abroad OR Internship Master Thesis	15
				Electives (2 out of 6) Brand Storytelling, Psychology of Marketing, Independent Research Project, Success Factor Happiness, Applied Game Theory, Technology Trends	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	**International Focus (1 out of 5)** Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3		
		International Focus (1 out of 3) Business in Germany Business in Latin America Business in China	3				15
		Foreign Language (optional) German, Spanish, Chinese	(3)	**Foreign Language (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					

We recommend international students to choose "German" as a foreign language and the International Focus "Business in Germany" (semester 1).