



MASTER INTERNATIONAL MARKETING AND BRAND MANAGEMENT

Modul Overview (Start Fall)

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