

Master Marketing Management (M.A.) (deutsch/ englisch) ab WS 2023/24

1. Semester	Contact hours	Credits	2. Semester	Contact hours	Credits	3. Semester	Contact hours	Credits
Marketing Strategy - Planning and Control	4	6,5	Marketing Project and Project Management	4	6,5	Research Seminar	2	6
Empirical Methods in Marketing	4	6,5	Marketing Analytics	4	6,5	Master Thesis		20
Data-driven Marketing	4	6,5	Marketing Elective*: z. B. Advanced Brand Management, Current Issues in Marketing	4	6,5	Oral Exam		4
Brand Management	4	6,5	Master Pool Elective	4	6,5			
Tutorial Seminar I	2	4	Tutorial Seminar II	2	4			
	18	30		18	30		2	30
Total = 90 Credits								

* je nach Lehrangebot im jeweiligen Semester