

Degree: Master of Arts (M.A.)

International Marketing



Product, price, distribution, and promotion: these are the critical factors that enable companies to successfully position their products and achieve their marketing objectives.

Effective implementation requires skilled professionals and leaders who possess a global mindset and are well-versed in the latest marketing trends. The Master's programme "International Marketing" provides you a comprehensive understanding of the entire sales and marketing concept – from idea development and the planning of communication strategies to market readiness and the ongoing management of product-related services. This combination prepares you for an international career in the dynamic field of marketing.

The Master's programme "International Marketing" is taught entirely in English and will be completed with the academic degree Master of Arts (M.A.).

Support for all issues relating to your study

Phone: +49 201 81004 864 **WhatsApp:** +49 171 3338539

Monday to Friday from 9:00 a.m. to 4:00 p.m. German time

E-Mail: Send us an email to: incomings@fom.de

More information
on the degree programme



Location

Essen

Duration

4 Semester including thesis

Credit Points

120 ECTS

Accreditation

FOM University of Applied Sciences is accredited by the German Council of Science and Humanities and was the first private university in Germany to be system-accredited by FIBAA in 2012. This means that all FOM degree programmes are state and internationally recognised.

Total fee

€23,850

(including examination fee and
immatriculation fee)

Your career prospects

[You can take on the following jobs:](#)

Brand Manager
Marketing Manager
Product Manager
Digital Marketing Specialist
E-Commerce-Manager
Social-Media-Manager
Marketing Consultant

1st semester**Decision Focused Management (6 CP)**

- Decision Theory
- Behavioural Economics
- Management Decisions in a Strategy Context

Digitisation in Marketing (5 CP)

- Effects of Digitalisation
- Digital transformation of marketing
- E-commerce and online marketing

German Basics – (A1 Level Curriculum) (5 CP)

- Introducing Yourself
- Orientation; Asking Questions
- Countries and Languages; Living in Germany
- Times of the Day; Describing Daily Routines

Product & Price Policy (5 CP)

- The Concept of Product- & Price Policy according to Becker (product/programme/price)
- Classification of Product- & Price Policy in the Marketing Process
- Product and Price Policy as Elements of the Traditional Marketing Mix

Professional Business English (8 CP)

- Study Skills
- Business Communication
- Business Vocabulary

2nd semester**Intercultural Training (6 CP)**

- Basic Principles of the Theory of Culture
- Rules of Intercultural Communication
- Socio-cultural, Religious and Business Issues
- Working in Intercultural Teams

Research Methods in International Marketing (5 CP)

- Qualitative Research in Theory Development
- Methods of Qualitative Research
- Quantitative Data Analysis

Instruments of Communication (8 CP)

- Human Senses as Communication Receivers and Addressing the Senses through Perception
- Channels of Perception and their Significance for Communication
- Basic Principles of Communication
- Communication Models
- Integrated Corporate Communications

International Market Research (5 CP)

- Special Characteristics of international Market Research
- Conceptual Principles of Empirical Research
- Specialist Application with PSPP/SPSS/Rt

Negotiation & Presentation (5 CP)

- Negotiation Management
- Presentation and Moderation Techniques

Business Simulation (10 CP)

- Information Requirements, Selection and Management
- Handling Risks and Uncertainty, Problem-solving
- Human Resources, Procurement, Financial and Investment Planning
- Decision-making Techniques, Risk and Liquidity Management
- Rational and Intuitive Decision-making, Turnaround Management

3rd semester**Leadership & Sustainability (6 CP)**

- Basic Terms and Principles of Leadership
- Leadership Theories, Styles, Techniques and Instruments
- Concept and Principles of Sustainability
- Development of a normative Framework ("Mission Statement"), with Consideration of Sustainability

Marketing Planning & Controlling (5 CP)

- Modern Understanding of Controlling in a Company
- Forms of Marketing Controlling
- Control Parameters and Instruments
- Implementing and Organising Marketing Controlling

Electronic Business (5 CP)

- Development and Creation of Systems in e-business
- Processes and Management in e-business
- E-procurement, e-shops, e-marketplaces, e-communication
- E-marketing

International Marketing Management (6 CP)

- International Environment Analyses
- International/Intercultural Consumer Behaviour
- Operative Marketing in an International/Intercultural Context
- International Marketing Management

Project: International Marketing Strategy (5 CP)

- Market Analysis
- Marketing Strategy

Business Simulation

- Information Requirements, Selection and Management
- Handling Risks and Uncertainty, Problem-solving
- Human Resources, Procurement, Financial and investment Planning
- Decision-making Techniques, Risk and Liquidity Management
- Rational and Intuitive Decision-making, Turnaround Management

4th semester**Master Thesis and Colloquium (25 CP)**

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