

International Marketing, M.A.

1st semester

Decision Focused Management

6 CP

Digitisation in Marketing

5 CP

German Basics – (A1 Level Curriculum)

5 CP

Product & Price Policy

5 CP

Professional Business English

8 CP

2nd semester

Intercultural Training

6 CP

Research Methods in International Marketing

5 CP

Instruments of Communication

8 CP

International Market Research

5 CP

Negotiation & Presentation

5 CP

Business Simulation

10 CP

3rd semester

Leadership & Sustainability

6 CP

Marketing Planning & Controlling

5 CP

Electronic Business

5 CP

International Marketing Management

6 CP

Project: International Marketing Strategy

5 CP

Business Simulation

4th semester

Master's Thesis and Colloquium/Defence

25 CP