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# MASTER (M.A.)

# DIGITAL MARKETING

# 120 ECTS

Be it on the web, via mobile, social media or e-mail – our Master's degree programme in Digital Marketing covers all you need to know about winning over your target audience, regardless of channel. In this consecutive 120 ECTS Master's programme, you'll expand the abilities developed in your previous studies, and explore results-driven marketing mainstays, such as performance marketing or digital analytics, and strategies. Develop your technical skills, but also creative thinking, agile work methods and other tools that will help you develop a multi-channel, holistic approach to online marketing. Round up your studies with elective courses where you can sharpen your unique marketing toolbox by specialising in specific areas that match your passion.



#### Degree

Master of Arts (M.A.)



#### Electives

In the Digital Marketing distance learning programme, you can choose electives worth 20 ECTS and thus focus on interesting practical areas.



#### Study model and accreditation

- Online
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



#### Study start and duration

Official start date: May 2nd, 2023\*

Afterwards: Anytime

Duration: 24, 36 or 48 months



#### Credits

120 ECTS

\*Subject to state accreditation. We expect the Ministry's approval no later than the start of the programme. So far, all of our programmes have been successfully accredited and approved on time.

# Curriculum (120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
<hr/>			
<b>1</b>			
International Marketing		5 ECTS	E
Online and Social Media Marketing		5 ECTS	WACS
Customer Relationship Marketing		5 ECTS	E
Applied Marketing Research		5 ECTS	E
Design, Lean and Game: Social and creative methods		5 ECTS	OA
Marketing Project		5 ECTS	WAPR
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<b>2</b>			
International IT Law		5 ECTS	E
User Interface and Experience		5 ECTS	E
Performance Marketing: Search and Social		5 ECTS	WAWA
Performance Marketing: Affiliate and Mail		5 ECTS	OA
Advanced Research Methods		5 ECTS	WAWA
Project: Agile Online Marketing		5 ECTS	WAPR
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<b>3</b>			
Digital Analytics and Strategies		5 ECTS	WACS
Seminar: Marketing Responsibility		5 ECTS	WARE
Electives A		10 ECTS	
Electives B		10 ECTS	
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<b>4</b>			
Master Thesis & Colloquium		30 ECTS	WAMT & CO

## CHOOSE YOUR ELECTIVES

### Choose one elective from

#### “Electives A” list:

- Data Driven Marketing and Controlling
- E-Commerce
- Mobile Marketing
- Salesforce Consultant Specialization
- SEA and Social Media Marketing

### Choose one elective from

#### “Electives B” list:

- Artificial Intelligence
- Big Data Applications
- Business Analyst
- Communication and Public Relations
- Communitymanagement and Online Communication
- Consumer Behaviour and Digital Business Models
- Data Driven Marketing and Controlling
- Data Science and Analytics
- E-Commerce
- Growth Hacking and Conversion Rate Optimization
- Innovation and Entrepreneurship
- Mobile Marketing
- Neuromarketing
- Process Management with Scrum
- Product Development and Design Thinking
- Project Management with Prince2
- Sales, Pricing and Brand Management
- Salesforce Developer Specialization
- Salesforce Sales Specialization
- SEA and Social Media Marketing
- Social Media Campaigns and Storytelling
- Social Media Creation