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MASTER (M.A.) DIGITAL MARKETING 60 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 advanced 60 ECTS Master's programme, you'll build on your existing educational and professional background, 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 10 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: November 2nd, 2023*
Afterwards: Anytime
Duration: 12, 18 or 24 months

Credits
60 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 (60 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Online and Social Media Marketing	1	5 ECTS	WACS
Performance Marketing: Search and Social		5 ECTS	WAWA
Performance Marketing: Affiliate and Mail		5 ECTS	OA
Digital Analytics and Strategies		5 ECTS	WACS
Applied Research		5 ECTS	WAWA
Project: Agile Online Marketing		5 ECTS	WAPR
Seminar: Marketing Responsibility	2	5 ECTS	WARE
Electives		10 ECTS	
Master Thesis & Colloquium		15 ECTS	WAMT & PC

CHOOSE YOUR ELECTIVES

Choose one elective from "Electives" 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 Consultant Specialization
- Salesforce Developer Specialization
- Salesforce Sales Specialization
- SEA and Social Media Marketing
- Social Media Campaigns and Storytelling
- Social Media Creation

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OP = Online Presentation, OPR = Oral project report, P = Portfolio, POP = Proof of Participation