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# MASTER (M.A.) MARKETING MANAGEMENT

Managers in marketing and sales are faced with an increasingly complex and interactive range of tasks. Your future fields of employment after graduating with this master's degree are initial management positions in the areas of marketing and/or sales—in agencies, in small and medium sized enterprises, large international corporations, or NGOs.



## Degree

Master of Arts (M.A.)



## Study start

Start online studies: Anytime

Start (on campus): October 2022\*

(then 4 times a year; Oct, Jan, Apr or Jul)



## Study model available

Online, or On Campus



## Duration

Online: 12, 18, or 24 months (60 ECTS); 24, 36 or 48 months (120 ECTS)

On Campus: 12 months (60 ECTS); 24 months (120 ECTS)



## Credits

60 or 120 ECTS



## Ultimate flexibility

Our On Campus model means that...

- You can start your degree online for distance learning while taking care of visa issues and join us later in Germany to experience campus life. You say which semester you want to spend on campus or online.
- You want to go on a trip during your studies? No problem. You can study online at your own pace without missing any classes.



## Fees

Online: From €121 per month (60 ECTS); from €98 per month (120 ECTS)

On Campus: From €649 per month (60 ECTS); from €499 per month (120 ECTS)

\*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

## Study Content (60 or 120 ECTS)

1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE 60-ECTS-MODEL	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec	Apr/May	International Consumer Behavior	1	5 ECTS	E
Oct/Nov/Dec	Apr/May	Applied Marketing Research		5 ECTS	E
Oct/Nov/Dec	Apr/May	Online and Social Media Marketing		5 ECTS	WACS
Jan/Feb/Mar	Jul/Aug	International Marketing		5 ECTS	E
Jan/Feb/Mar	Jul/Aug	Advanced Research Methods		5 ECTS	WAWA
Jan/Feb/Mar	Jul/Aug	Digital Business Models		5 ECTS	WACS
Oct/Nov/Dec	Apr/May	Seminar: Current Issues in Marketing	2	5 ECTS	WARE
Oct/Nov/Dec	Apr/May	Electives A		10 ECTS	
Online		Master Thesis & Colloquium		15 ECTS	WAMT & PC

1. PRESENCE TIMEFRAME	2. PRESENCE TIMEFRAME	MODULE TITLE 120-ECTS-MODEL	SEMESTER	CREDITS (ECTS)	TEST TYPE
Oct/Nov/Dec		International Consumer Behavior	1	5 ECTS	E
Oct/Nov/Dec		Applied Marketing Research		5 ECTS	E
Oct/Nov/Dec		Online and Social Media Marketing		5 ECTS	WACS
Jan/Feb/Mar		International Marketing		5 ECTS	E
Jan/Feb/Mar		Advanced Research Methods		5 ECTS	WAWA
Jan/Feb/Mar		Seminar: Marketing Responsibility		5 ECTS	WARE
Apr/May		Applied Statistics	2	5 ECTS	E
Apr/May		Strategic Management		5 ECTS	E
Apr/May		Leadership		5 ECTS	E
Jul/Aug		Advanced Marketing Controlling		5 ECTS	E
Jul/Aug		Digital Business Models		5 ECTS	E/WACS
Jul/Aug		Digital Analytics and Strategies		5 ECTS	WACS
Oct/Nov/Dec	Apr/May	Seminar: Current Issues in Marketing	3	5 ECTS	WARE
Oct/Nov/Dec	Apr/May	Marketing Project		5 ECTS	WAPR
Jan/Feb/Mar	Jul/Aug	Electives A		10 ECTS	
Apr/May	Oct/Nov/Dec	Electives B	4	10 ECTS	
Online		Master Thesis & Colloquium		30 ECTS	WAMT & PC

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, OPR = Oral project report, P = Portfolio, POP = Proof of Participation

### CHOOSE YOUR ELECTIVES

#### Choose one module for the 60 ECTS Elective pool:

- Business Analyst
- Communication and Public Relations
- Digital Marketing Controlling
- E-Commerce
- Product Development and Design Thinking
- Sales Management
- Salesforce Consultant
- Strategic Marketing and Branding
- UI/UX Expert

#### Choose two modules for the 120 ECTS Elective pool:

- Business Analyst
- Communication and Public Relations
- E-Commerce
- Product Development and Design Thinking
- Sales Management
- Salesforce Consultant
- Strategic Marketing and Branding
- UI/UX Expert