MASTER (M.A.) GROWTH HACKING

IU is the first to offer a study programme in growth hacking. With the 120 ECTS credit master's programme in growth hacking, you'll learn how to set companies on a growth path in the digital age. You can expand your expertise in data analysis, product management, and online marketing through modules like Advanced Research Methods, Data-Driven Marketing, Web and Mobile Development, and Performance Marketing. You can also enrol in elective courses like SEA and Social Media Marketing, Salesforce Developer Specialization, and International Marketing and Marketing Controlling that will equip you with skills to drive companies with their online marketing strategies.

Degree
Master of Arts (M.A.)

Electives
In the Growth Hacking online programme, you can choose electives worth 20 ECTS credits and 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
Start date: Anytime
Duration: optionally 24, 36 or 48 months

Credits
120 ECTS credits

Apply Now

Study Content (120 ECTS credits)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
1			
Advanced Growth Hacking		5	WACS
International Consumer Behavior		5	E
Online and Social Media Marketing		5	WACS
Advanced Research Methods		5	WAWA
Data Driven Marketing		5	E
Project: Growth Hacking Tools		5	WAPR
2			
Performance Marketing: Search and Social		5	WAWA
Design, Lean and Game: Social and creative methods		5	OA
Digital Analytics and Strategies		5	WACS
Web and Mobile Development		5	PO
Project: Conversion Rate Optimization		5	OPR
Project: Growth Hack Development		5	WAPR
3			
User Interface and Experience		5	E
Seminar: Previous and Current Growth Hacks		5	WARE
Electives A		10	
Electives B		10	
4			
Master Thesis & Colloquium		30	WAMT & CO

CHOOSE YOUR ELECTIVES

Choose one elective from "Electives A" list:
- Big Data Applications
- Business Analyst
- Communitymanagement and Online-Communiation
- E-Commerce
- Innovation and Sales
- International Marketing and Marketing Controlling
- Lean Start Up and Current Topics of Innovation and Entrepreneurship
- Product Development and Design Thinking
- Salesforce Consultant Specialization
- SEA and Social Media Marketing
- Social Media Models and Creation
- Strategic Marketing and Branding

Choose one elective from "Electives B" list:
- AI and Mastering AI Prompting
- Artificial Intelligence
- Communication and Public Relations
- Content Creation and Storytelling
- Data Science and Analytics
- Digital Transformation
- Marketing Project and Agile Project Management
- Marketing Research and Digital Campaigns
- Neuromarketing
- Sales Management
- Salesforce Developer Specialization
- Social Media Campaigns and Agile Online Marketing
- Start Up Lab

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Work-book, 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

ELECTIVES

SEA AND SOCIAL MEDIA MARKETING
In this module, you'll learn about the function of paid media in the Marketing Mix by examining paid advertising campaigns and comparing them to organic traffic. You'll use digital marketing planning to monitor, control, and measure the performance and effectiveness of SEA and social-media-oriented online marketing tactics and strategies.

PRODUCT DEVELOPMENT AND DESIGN THINKING
This module will help you gain important product development skills. You'll use digital product development techniques and technologies like CAD, PDM, and PLM, as well as adopt a design thinking mindset, identifying relevant methods from the toolbox of human-centered design for given design tasks and challenges.

SALESFORCE DEVELOPER SPECIALIZATION
This module prepares you for the Salesforce Platform App Builder Certification. You'll learn how to create your own apps using Trailhead's learning platform, which is based on Salesforce. Towards the end of this module, you'll be able to design, create, and deploy bespoke apps, as well as use Apex, JavaScript, Visualforce, and basic Lightning components.

CAREER PERSPECTIVE

Your career prospects are excellent after your master's degree in Growth Hacking. You'll be qualified to take on leadership roles and drive short- and long-term business growth as a growth hacker. You can design resource-efficient, cost-effective, and powerful marketing campaigns, boost sales and improve customer happiness, all while assisting small and big companies in a variety of sectors to fulfil their full potential in competitive markets.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, you'll need to meet a few requirements.

ADMISSION REQUIREMENTS
– A completed, undergraduate degree (worth 180 ECTS credits) with a focus on **marketing and communication**
– Your degree must be from a state or state-recognised higher education institution/university
– You must have achieved a final grade of at least "satisfactory" or Equivalent undergraduate studies.

ALTERNATIVES TO THE MINIMUM GRADE (120 ECTS CREDITS)

If you have completed your bachelor's degree with a grade of "sufficient" or grade D equivalent to the German grade "ausreichend" (up to 4.0), you can still be admitted to a master's or MBA program. For this, you need:

– A bachelor's degree (grade 3.5–4.0) from a state or state-approved higher education institution/university AND
– Relevant study achievements from a master's/MBA programme at a state or state-approved higher education institution/university relevant to the desired master's/MBA programme, with a minimum of 40 ECTS credits OR
– A relevant completed master's/MBA degree from a state or state-approved higher education institution/university OR
– Relevant qualifications outside of academia which can be credited to you such as further education/training at GQF7 level or – for foreign qualifications such as postgraduate diplomas – equivalent to GQF7 level relevant to the desired master's/MBA programme, with a minimum of 40 ECTS credits

Tip: If you apply for recognition, we can review your relevant achievements and, where possible, credit them towards your study programme in a relevant field.

FURTHER ADMISSION OPPORTUNITIES

Is your undergraduate degree not in the required subject field for this programme's 120 ECTS credits variation admission requirements? You can still apply! You'll have to take 2 specific courses at the start of your studies, and pass them successfully in order to continue with your studies. That way, you don't have to take an entrance examination, and can prove your skills while earning ECTS credits as part of your studies.

SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%!

– Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once you have handed in all admission documents and the courses are completed, you can go on to finish your degree.

Questions? Speak to your study advisor, they will guide you through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS

At IU, we teach in English to prepare you for the international market. We, therefore, ask for proof of your English language skills.*

– TOEFL (minimum 80 points) or
– IELTS (minimum Level 6) or
– Duolingo English-Test (min. 95 points) or
– PTE Academics (minimum 59 points) or
– Cambridge Certificate (minimum Grade B)

*Proof must be provided before the start of the study and must not be older than five years.

8 STEPS TO COMPLETE YOUR STUDIES

1 Register and apply online

2 Choose your course

3 Download your study scripts

4 Work independently with study scripts

5 Take part in Q&A sessions

6 Prepare for exams and take them either:
– directly online, or
– at an IU examination centre (remember to register in time).

7 Master thesis and colloquium

8 Complete your studies with certificate