

MODULE OVERVIEW



Master International Marketing and Brand Management



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS	
Program Specific Modules	International Marketing and Brand Management	International Marketing and Brand Management Global Market Strategy: Strategic Marketing from the Boardroom Brand Management: The Basics, The Frameworks and The Masterminds	6	Integrated Brand Communication in a Digitalized World (Digital) Brand Communication: Customer Journeys, User Experience and Analytics (Digital) Advertising: Programmatic Advertising, Zero Friction and More	6	Semester Abroad OR Internship	15	
		Customer Insights for Marketing and Brand Management Fundamentals of Consumer Behavior Behavioral Economics: From Heuristics to Nudging Empirical Research: Introduction to Quantitative and Qualitative Methods	6	Social Media: The Purpose, The Impact and The Use for Businesses Marketing of Innovations The Basics of Innovation: Models, Context, Diffusion and Adoption How to Market Innovations: Analysis, Segmentation, Targeting, Positioning and The Right Marketing Mix	6			
		Business Project	3	Business Project	3			
								Master Thesis
MBS Core Modules	Intern. Business & Management	International Business and Management International Strategic Management Organizational Behavior Conscious Business	6	International Focus (1 out of 5) Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3			
		International Focus (1 out of 3) Business in Germany Business in Latin America Business in China	3		Foreign Language (optional) German, Spanish, Chinese			(3)
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	Communication in International Business Business Communication Business Ethics Negotiation Skills	6	Responsible Leadership in a Global Context Responsible Leadership Business and Society Master Thesis Preparation	5				
	MBS Engagement			MBS Engagement	1	Total ECTS 90		

We recommend international students to choose "German" as a foreign language and the International Focus "Business in Germany" (semester 1).

