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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

iu INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

*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.

Study Content (60 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
	1		
Online and Social Media Marketing		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
	2		
Seminar: Marketing Responsibility		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

ELECTIVES

DATA DRIVEN MARKETING AND CONTROLLING

In this exciting elective, you'll learn how to manage Big Data, by using selected marketing tools. You will learn about automation and personalisation processes that improve your conversion rate, analyse the customer experience, and apply both static and dynamic attribution models. Based on all this knowledge, you will explore central strategies of marketing controlling, to understand the core factors and metrics of your marketing campaign performance. This will enable you to calculate performance indicators for customer satisfaction and sales and improve your overall skills as a digital marketer.

SEA AND SOCIAL MEDIA MARKETING

After completing this elective, you will be comfortable with using paid digital media – meaning, paid communication strategies via Facebook, Google & Co. – in both theory and practice, and understand how to precisely address your target group. You'll understand the importance of SEA (search engine ads) and social media for planning digital campaigns. You'll recognise the potential of video ads and acquire the necessary know-how to efficiently apply influencer marketing. In addition, you will be able to implement paid advertising campaigns and evaluate their success with the help of suitable tracking tools.

MOBILE MARKETING

Learn the basics of web and mobile app development. Become familiar with the design of web and mobile app applications, as you analyse and evaluate the potential needs of your users. Based on your research, you'll be able to develop strategies for creating prototypes of web and app applications. This will enable you to manage digital campaigns for web and mobile in a practical and efficient manner. To do this, you will be expected to independently determine your target group and customer segments. Choose suitable advertising formats and media and actively pursue your strategic goals using the SMART method.

JOB PROSPECTS

Once you've completed your studies in the Digital Marketing Master's programme, and established your expertise in the field, you can expect excellent career opportunities across a wide range of industries, with plenty of options to advance into a managerial position. Some of the jobs you could pursue include **Online Marketing Manager, Head of Online Marketing** and **Performance Marketing Specialist**, among others.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

ADMISSION REQUIREMENTS

- A completed, undergraduate degree (worth 240 ECTS)
- 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
- Proof of at least one year's professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies.

FURTHER ADMISSION OPPORTUNITIES

Depending on your previous education, the following entry options are applicable for the 60-ECTS Master's degree:

- undergraduate degree with 210 ECTS: you can bridge the gap of 30 ECTS with the proof of one year qualified work experience
- undergraduate degree with 180 ECTS: you can bridge the gap of 60 ECTS with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.

WORK EXPERIENCE

For the 60 ECTS programme:

- Proof of at least one year's qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).
- Don't have a year's worth of qualified work experience? Don't worry! With the Scholarship Programme, you can start your studies right away, and gain your professional experience alongside your studies. You'll need to achieve the one year's worth of experience before you complete your Scholarship Programme.
- You can provide us a translation of your employment contract and your pay slip or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.

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

We therefore ask for proof of your English language skills*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)**
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

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

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

**Please note that English Courses aren't accepted as a language certificate for on campus study programmes.

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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.

Study Content (120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
1			
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
2			
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
3			
Digital Analytics and Strategies		5 ECTS	WACS
Seminar: Marketing Responsibility		5 ECTS	WARE
Electives A		10 ECTS	
Electives B		10 ECTS	
4			
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
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SEA AND SOCIAL MEDIA MARKETING

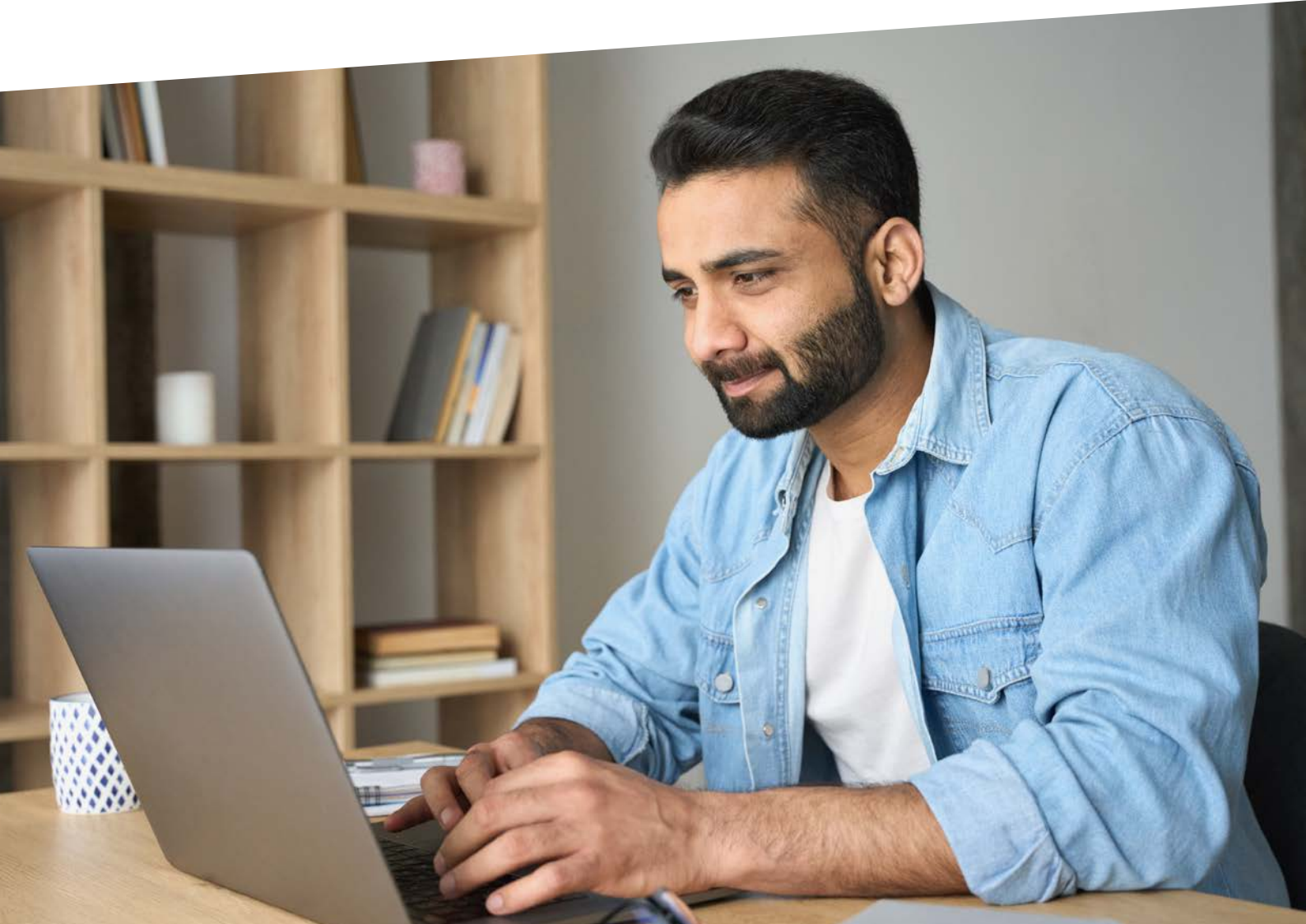
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ADMISSION

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ADMISSION REQUIREMENTS

- A completed, undergraduate degree (worth 180 ECTS) with a focus on **economics or business administration**.
- 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.

FURTHER ADMISSION OPPORTUNITIES

Is your undergraduate degree not in the required subject field for this programme’s 120 ECTS points 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 points 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.

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