# MASTER (M.A.) GROWTH HACKING FOR ENTREPRENEURS

The Master's in Growth Hacking for Entrepreneurs focuses on teaching you interdisciplinary growth hacking and entrepreneurship skills. With this degree programme, you will acquire important skills in the areas of IT, digital marketing, product management, and data analysis. Thus, you'll completely internalize the "Growth Hacking" discipline and train your entrepreneurial spirit in order to take on maximum responsibility in the start-up environment. With subjects such as Applied Research, you will train your scientific and application-oriented methodological skills and become familiar with data analyses and consumer behavior in order to develop digital business strategies based on them.

**Degree**
Master of Arts (M.A.)

**Electives**
In the Growth Hacking for Entrepreneurs 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: optionally 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.

**iu** INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

# Study Content (60 ECTS)

| MODULE TITLE | SEMESTER | CREDITS (ECTS) | TEST TYPE |
|---|---|---|---|
| | **1** | | |
| **Advanced Growth Hacking** | | 5 ECTS | WACS |
| **Business Model Design** | | 5 ECTS | WAWA |
| **Lean Start Up** | | 5 ECTS | E |
| **Project: Growth Hacking Tools** | | 5 ECTS | WAPR |
| **Applied Research** | | 5 ECTS | WAWA |
| **Seminar: Current Topics of Innovation and Entrepreneurship** | | 5 ECTS | WARE |
| | **2** | | |
| **Project: Growth Hack Development** | | 5 ECTS | WAPR |
| **Electives** | | 10 ECTS | |
| **Master Thesis & Colloquium** | | 15 ECTS | WAMT & PC |

**CHOOSE YOUR ELECTIVES**

**Choose one elective from "Electives" list:**
– Artificial Intelligence
– Big Data Applications
– Consumer Behavior and Growth Hacks
– Data and Conversion Rate
– Data Science and Analytics
– Digital Transformation
– E-Commerce
– Innovation and Sales
– IT Project and Architecture Management
– Leadership and Change
– Marketing Project and Agile Project Management
– Neuromarketing
– Performance Marketing
– Product Development and Design Thinking
– SEA and Social Media Marketing
– Start Up Lab

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

## ELECTIVES

### MARKETING PROJECT AND AGILE PROJECT MANAGEMENT

This module will show you how to independently construct and develop a marketing plan using available data. Learn how to execute agile value-driven strategies and successful agile product roadmaps inside and across organisations using agile project management methods like Scrum and Kanban.

### DATA AND CONVERSION RATE

One of the most important key figures today, especially for digital business models, is the conversion rate. That is why it requires extra care. This module covers conversion rate optimisation goals and techniques (CRO). You'll learn how to build and assess CRO campaigns and strategies efficiently.

### IT PROJECT AND ARCHITECTURE MANAGEMENT

A well-defined IT architecture blueprint is significant for IT organisations to succeed, and this module will show you how. Discover how to organise and lead an IT project team and its core and extended members through an understanding of different types of IT application portfolio management.

## CAREER PERSPECTIVE

Your master's in Growth Hacking for Entrepreneurs will help you become an asset to any organization. Start-ups, in particular, can benefit from your ability to implement marketing activities in a resource-efficient and cost-effective manner. Your degree also qualifies you to take on management roles and help small or large businesses to grow.

## 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 in our scholarship programme as a participant with immediate access to 50% of your courses. Once admission and the courses are completed, you can finish your degree.

– To start a 60-ECTS degree, you will need a minimum of 240 ECTS credits from your previous studies but can "bridge" up to 60 ECTS with 2 years of professional experience.

**Questions?** Speak to your study advisor, they will guide your 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.

# MASTER (M.A.) GROWTH HACKING

IU is the first to offer a study programme in growth hacking. With the 120 ECTS 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 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**
Official start date: May 2nd, 2023
Afterwards: Anytime
Duration: optionally 24, 36 or 48 months

**Credits**
120 ECTS

# Study Content (120 ECTS)

| MODULE TITLE | SEMESTER | CREDITS (ECTS) | TEST TYPE |
|---|---|---|---|
| **1** | | | |
| **Advanced Growth Hacking** | | 5 ECTS | WACS |
| **International Consumer Behavior** | | 5 ECTS | E |
| **Online and Social Media Marketing** | | 5 ECTS | WACS |
| **Advanced Research Methods** | | 5 ECTS | WAWA |
| **Data Driven Marketing** | | 5 ECTS | E |
| **Project: Growth Hacking Tools** | | 5 ECTS | WAPR |
| **2** | | | |
| **Performance Marketing** | | 5 ECTS | WAWA |
| **Design, Lean and Game: Social and creative methods** | | 5 ECTS | OA |
| **Digital Analytics and Strategies** | | 5 ECTS | WACS |
| **Web and Mobile Development** | | 5 ECTS | PO |
| **Project: Conversion Rate Optimization** | | 5 ECTS | OPR |
| **Project: Growth Hack Development** | | 5 ECTS | WAPR |
| **3** | | | |
| **User Interface and Experience** | | 5 ECTS | E |
| **Seminar: Previous and Current Growth Hacks** | | 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:**
- 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:**
- 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 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

# 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) 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.

## 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.

## PROOF OF ENGLISH LANGUAGE SKILLS

You will need to provide 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

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