

Master degree
Business Management M.A.
Specialisation Strategic Marketing

Overview 3 und 4 semester

1st Semester	Start with 180 ECTS	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues 5 ECTS 3 SWS		Statistics and Business Mathematics 5 ECTS 3 SWS		Contemporary Management Thinking 5 ECTS 3 SWS	Management Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Marketing Strategy 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Brands and Branding 5 ECTS 3 SWS		Applied Business Intelligence and Analytics 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	30 ECTS / 5 SWS

Job perspectives

- Senior Marketing Manager/in
- Digital Marketing Manager/in
- Innovation Manager/in
- Product Manager/in
- Marketing Director

Projects from the studies

- Cooperation with Rolls-Royce Motor Cars Limited to create relevant marketing and communication measures
- Development of creative briefs including consumer insight and positioning for the TUI Cruises brand in collaboration with the digital agency Yours Truly
- Development of a digital channel and content strategy for Colgate-Palmolive's oral care sector, including for brands such as Colgate, Elmex, Meridol