

M.A. Digital Marketing

1. Semester

Fundamentals of Digital Marketing

- Digital Business Models & Platform Economy
- Consumer/User Behavior
- Internet & Social-Media-Recht

Marketing Strategy & Planning

- Digital Marketing Strategy & Brand Management
- Omni-Channel Marketing Planning
- Digital Marketing Game

Marketing Research

- Qualitative Market Research
- Advanced (quantitative) Market Research
- Marketing Analytics & Data-driven Marketing

Digital Marketing Dashboard

- Customer Relationship Management
- Customer Journey/User Experience Management
- Marketing Controlling

Digital Communication

- Influencer Relations & Influencer Marketing
- Cross-Media Communication & Storytelling
- Social Media & Community Management

2. Semester

Digital Skills

- Technical Online Marketing Basics
- Digitales Projektmanagement
- Softwareanwendungen & Contentmanagement

Digital Marketing Tools

- Messenger Marketing
- SEO, SEM & SEA
- Audio Marketing

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

Digital Marketing Research/ Consulting Project

3. Semester

Auslandssemester

4. Semester

Master-Thesis

» FAST TRACK

Mit der Option Fast Track entfällt das Auslandssemester und du verkürzt das Pflichtpraktikum. Dadurch kannst du dein Studium in drei Semestern und mit 90 ECTS-Punkten absolvieren. Ein internationaler Doppelabschluss ist beim Fast Track nicht möglich. Bei Fragen hilft dir deine Studienberatung.