

1. Semester		CP	2. Semester		CP	3. Semester		CP
<b>Customer Management</b>		<b>8</b>	<b>Strategic Marketing</b>		<b>8</b>	<b>Sales Management</b>		<b>8</b>
Value Creation & Price Management			Advanced Market Research			Sales Strategies & Operations		
Customer Relationship Marketing			International Marketing Planning			Efficient Customer Response		
Database Marketing			Integrated Brand & Corporate Communication			E-Commerce		
<b>Behavior &amp; Framework</b>		<b>8</b>	<b>PR &amp; Communication</b>		<b>8</b>	<b>Special Forms</b>		<b>8</b>
Marketing Ethics			Crisis Communication			Digital Marketing		
Consumer Psychology			Product and Consumer Communication			Industrial Marketing		
Marketing Intelligence & Consumer Behaviour			PR-Labor			Kommunikations-Controlling		
<b>Strategy and Governance</b>		<b>4</b>	<b>Economics and Ethics</b>		<b>4</b>	<b>Risk and Law</b>		<b>4</b>
International Strategic Management			International Economics			International Business Law		
Corporate Governance & Compliance			Corporate Social Responsibility			Risk Management		
<b>Networking</b>		<b>5</b>	<b>Culture</b>		<b>5</b>	<b>Negotiation</b>		<b>5</b>
Network Analysis			Intercultural Competencies			Strategies of Negotiation		
Key Leadership Qualifications			Business Mediation			Balanced Leadership		
Qualitative Research Methods			Quantitative Research Methods			Advanced Statistics		
<b>Learning Leadership</b>		<b>5</b>	<b>International Experience I</b>		<b>5</b>	<b>International Experience II</b>		<b>5</b>
Learning Leadership			International Experience I			International Experience II		

**4. Semester**

<b>Practicing Leadership</b>		<b>2</b>	<b>Master Colloquium &amp; Reflection</b>		<b>4</b>	<b>Master Thesis</b>		<b>24</b>
Practicing Leadership			Colloquium			Thesis		
			Reflection					

**120 Credit Points**