

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

4. Semester								
Practicing Leadership	2		Master Colloquium & Reflection	4		Master Thesis	24	
Practicing Leadership			Colloquium	1		Thesis		
			Reflection	3				

120 Credit Points