

	1. Semester		2. Semester		3. Semester			
Marketing Framework	Principled Marketing	6	Learning Leadership*	Communication Management	6	Sector Specific Marketing	6	
	Marketing Ethics*			International Communication Management			Trade Marketing	
	Marketing Law			Crisis Communication			Industrial Marketing	
Marketing Operations	Communication Policy	5	Product & Price Policy	6	Sales & Distribution Policy	5		
	Above the Line Communication			Product Management			Sales Organisation & Management	
	Internal Marketing			Price Management			Supply Chain Management	
International Marketing Management	Consumer Insights	5	International Marketing Analysis & Planning	4	Digital Marketing	5		
	Consumer Psychology			Global Marketing Planning			Social Media Marketing	
	Marketing Intelligence & Consumer Behavior			Target Group Analysis & Segmentation			Performance & Affiliate Marketing	
General Management	Strategy and Governance	4	Economics and Ethics	4	Risk and Law	4		
	International Strategic Management			International Economics			International Business Law	
	Corporate Governance & Compliance			Corporate Social Responsibility			Risk Management	
Leadership and Analytical Competencies	Networking	5	Culture	5	Negotiation	5		
	Network Analysis			Intercultural Competencies			Strategies of Negotiation	
	Key Leadership Qualifications			Business Mediation			Balanced Leadership	
	Qualitative Research Methods			Quantitative Research Methods			Advanced Statistics	
		5		5		5		
	30		30		30			

4. Semester		
Master Thesis**	24	Master Thesis Reflection and Colloquium
		4
		Practicing Leadership*
		2
		<u>120</u>

Course Sum of credit points per module

*Course in English

**Course in English (optional)