

International Marketing Management (M.A.) from WS 2023/24								
1. Semester	Contact hours	Credits	2. Semester	Contact hours	Credits	3. Semester	Contact hours	Credits
Strategic Behavior in International Markets	4	6,5	Marketing Elective*	4	6,5	Master Thesis		20
International Marketing	4	6,5	Current Issues: Data-driven Marketing*	4	6,5	Oral Examination		4
Current Issues: Empirical Methods in Marketing	4	6,5	Master Pool Elective	4	6,5	Research Seminar	2	6
Intercultural Consumer Behavior	4	6,5	International Marketing Project	4	6,5			
Tutorial Seminar I	2	4	Tutorial Seminar II	2	4			
	<b>18</b>	<b>30</b>		<b>18</b>	<b>30</b>		<b>2</b>	<b>30</b>
<b>Total = 90 Credits</b>								

\* selected modules in second semester are subject to change