International Marketing Management (M.A.)								
1. Semester	Contact hours	Credits	2. Semester	Contact hours	Credits	3. Semester	Contact hours	Credits
Strategic Marketing Management and Marketing Controlling	4	7	Module 1: Brand Management and Global and Corporate Communications	4	7	Master Thesis		24
International Marketing and Sales Management	4	7	Module 2: Dialog Marketing, CRM & More	4	7	Oral Examination		4
Current Issues in Marketing	4	7	Module 3: - Marketing Project **or** - Advanced Marketing Research	4	7	Research Seminar	2	2
Consumer and Corporate Buying Behavior	4	7	Project Management **or** another Studium Generale option from other MA programmes	4	7			
Tutorial Seminar I	2	2	Tutorial Seminar II	2	2			
	18	30		18	30		2	30
Total = 90 Credits								