

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	6,5	Online Marketing or Marketing Elective*	4	6,5	Master Thesis		20
International Marketing and Sales Management	4	6,5	Service Marketing*	4	6,5	Oral Examination		4
Current Issues in Marketing	4	6,5	Master Pool Elective	4	6,5	Research Seminar	2	6
Consumer and Corporate Buying Behaviour	4	6,5	Case study/ Marketing Project	4	6,5			
Tutorial Seminar I	2	4	Tutorial Seminar II	2	4			
	18	30		18	30		2	30
Total = 90 Credits								

* selected modules in second semester are subject to change