

Study Plan

Department of Business and Economics

M.A. International Marketing Management

Semester 1	Semester 2	Semester 3
Strategic Behavior in International Markets	Marketing Elective (select one, e. g. Digital Marketing)	Master's Thesis
International Marketing	Master Pool Elective (select one, e. g. Design Thinking)	
Current Issues: Empirical Methods in Marketing	Current Issues: Data-driven Marketing	Final oral examination
Intercultural Consumer Behavior	International Marketing Project	
Tutorial Seminar I	Tutorial Seminar II	Research Seminar

In case of an internship or semester abroad during the 3rd semester, the Master's Thesis, oral examination and Research Seminar are postponed to the 4th semester