Master Marketing Management (M.A.) (deutsch/englisch)								
1. Semester	**Contact hours**	**Credits**	**2. Semester**	**Contact hours**	**Credits**	**3. Semester**	**Contact hours**	**Credits**
Marketing Strategy - Planning and Control	4	6,5	Marketing Project and Project Management	4	6,5	Research Seminar	2	6
Advanced Marketing Research	4	6,5	Marketing Analytics	4	6,5	Master Thesis		20
Digital Business	4	6,5	Elective: Current Issues in Marketing, Intercultural Marketing or Advanced Brand Management	4	6,5	Oral Exam		4
Brand Management	4	6,5	Master Pool Elective: Business Economics or other	4	6,5			
Tutorial Seminar I	2	4	Tutorial Seminar II	2	4			
	18	**30**		**18**	**30**		**2**	**30**
Total = 90 Credits								