

Semester 1		Semester 2		Semester 3		Semester 4	
Strategic and Instrumental Aspects of Marketing		Strategic and Instrumental Aspects of Marketing		Specializations		Customer-Focused Management	
Global Marketing Strategy (PI)	5 ECTS	Retailing & Sales (PI)	5 ECTS	Prerequisite: "Management by Experiments", "Digital Marketing" and "Marketing Analytics"		Marketing 360 Degrees (PI)	5 ECTS
Digital Marketing (PI)	5 ECTS	Business Modelling & Innovation (PI)	5 ECTS	Choose five courses of the following subjects (5 ECTS each): - Current Challenges in Digital Marketing - Marketing for a Better World - Advanced Topics in Marketing*	25 ECTS	Marketing Study Project	
Marketing Analytics and Technologie		Personal and Business Skills				Marketing Study Project (FS)	7.5 ECTS
Marketing Analytics (PI)	7.5 ECTS	Personal Skills (PI)	5 ECTS	Master's Thesis		Master's Thesis	
Artificial Intelligence in Marketing (PI)	5 ECTS	Customer-Focused Management		Master's Thesis		20 ECTS	
Personal and Business Skills		Consumer Psychology (PI)	5 ECTS				
Business Software Skills (PI)	5 ECTS	Customer Value Management (PI)	5 ECTS				
Customer-Focused Management		Marketing Study Project					
Management by Experiments (PI)	5 ECTS	Marketing Research Workshop (PI)	2.5 ECTS				
Marketing Study Project							
Relevance of Marketing for Business (FS)	2.5 ECTS						