

Anerkennung von Master Marketing 14 auf Master Marketing 21			
Marketing 14		Marketing 21	
in Marketing 14 abgelegte Prüfungen		in Marketing 21 anerkannt als	
<i>Lehrveranstaltungen mit gleichlautendem Titel werden anerkannt, wenn die Prüfung in Marketing 14 abgelegt oder anerkannt wurden</i>			
<i>Titel der Lehrveranstaltung, SSt (ECTS)</i>	<i>SSt (ECTS)</i>	<i>Titel der Lehrveranstaltung, SSt (ECTS)</i>	<i>SSt (ECTS)</i>
In Strategic and Instrumental Aspects of Marketing:		In Strategic and Instrumental Aspects of Marketing:	
Global Marketing Strategy	2 (5)	Global Marketing Strategy	2 (5)
Marketing Metrics and Performance Measurement	2 (5)	Retailing & Sales	2 (5)
New Products Development and Brand Management	2 (5)	Business Modelling & Innovation	2 (5)
kein Äquivalent im alten Studienplan, da neuer Kurs im neuen Studienplan		Digital Marketing	2 (5)
In Marketing Research and Planning Techniques:		In Marketing Research and Planning Techniques:	
Marketing Research Design and Analysis	3 (7,5)	Marketing Analytics	3 (7,5)
LV Qualitative Insights aus "Selected Topics in Marketing I-IV"	2 (5)	Qualitative Insights	2 (5)
		In Personal and Business Skills:	
LV Excel and Business Intelligence Skills for Business Professionals aus "Personal Skills"	2 (5)	Business Software Skills	2 (5)
Personal Skills	2 (5)	Personal Skills	2 (5)
In Customer- Focused Management:		Stzg. Marketing: In Customer Focused Management:	
Customer- Centric Management	3 (7,5)	Management by Experiments	2 (5)
Customer and Buyer Behaviour	2 (5)	Consumer Psychology	2 (5)
Marketing Engineering and Marketing Models	2 (5)	Customer Value Management	2 (5)
Marketing and Society Interface	2 (5)	Marketing 360 Degrees	2 (5)
		Stzg. Marketing: In Marketing Study Project:	
The Role of Marketing in a Knowledge- Based Society	1 (2,5)	Relevance of Marketing for Business	1 (2,5)
kein Äquivalent im alten Studienplan, da neuer Kurs im neuen Studienplan		Marketing Research Methods	2 (5)
Marketing Study Project	3 (7,5)	Marketing Study Project	3 (7,5)
In Selected Topics in Marketing			
Selected Topics in Marketing I	2 (5)	Current Challenges in Digital Marketing oder Marketing for a Better World oder Advanced Topics in Marketing	2 (5)
Selected Topics in Marketing II	2 (5)	Current Challenges in Digital Marketing oder Marketing for a Better World oder Advanced Topics in Marketing	2 (5)
Selected Topics in Marketing III	2 (5)	Current Challenges in Digital Marketing oder Marketing for a Better World oder Advanced Topics in Marketing	2 (5)
Selected Topics in Marketing IV	2 (5)	Current Challenges in Digital Marketing oder Marketing for a Better World oder Advanced Topics in Marketing	2 (5)
Marketing Communications	3 (7,5)	Advanced Topics	2 (5)
Advanced Marketing Research Methods	2 (5)	Advanced Topics	2 (5)
Presenting or Negotiating in a Foreign Language (wenn kein "Personal Skills" abs. wurde)	2 (5)	Personal Skills	2 (5)