

M.A. Digital Marketing

1st Semester

Fundamentals of Digital Marketing

- Digital Business Models & Platform Economy
- Consumer/User Behavior
- Internet & Social-Media-Recht

Marketing Strategy & Planning

- Digital Marketing Strategy & Brand Management
- Omni-Channel Marketing Planning
- Digital Marketing Game

Marketing Research

- Qualitative Market Research
- Advanced (quantitative) Market Research
- Marketing Analytics & Data-driven Marketing

Digital Marketing Dashboard

- Customer Relationship Management
- Customer Journey/User Experience Management
- Marketing Controlling

Digital Communication

- Influencer Relations & Influencer Marketing
- Cross-Media Communication & Storytelling
- Social Media & Community Management

2nd Semester

Digital Skills

- Technical Online Marketing Basics
- Digitales Projektmanagement
- Softwareanwendungen & Contentmanagement

Digital Marketing Tools

- Messenger Marketing
- SEO, SEM & SEA
- Audio Marketing

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

Digital Marketing Research/ Consulting Project

3rd Semester

Study abroad

4th Semester

Master's thesis

» FAST TRACK

By opting for the Fast Track, you skip the semester abroad and reduce the duration of your internship. This enables you to complete your master's degree in three semesters with 90 ECTS. However, the Fast Track option does not offer the opportunity for an international double degree. For further details, please reach out to your study advisor.