

# M.A. Strategic Marketing Management

## 1<sup>st</sup> Semester

### Market Research

- Advanced Market Research
- Applied Statistics
- Consumer Behavior

### Strategic Marketing

- Marketing Strategies & Planning
- Brand Management
- Trademark & Unfair Competition Law

### Classic Communications

- Above-the-Line Communication
- Media Planning
- Integrated Communication

### Leadership Skills

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

## 2<sup>nd</sup> Semester

### Relationship Marketing

- Services Marketing & Service Quality
- Internal Marketing & Behavioral Branding
- Customer Relationship Marketing

### Digital Marketing

- Online Marketing, Online Advertising & Social Media
- E-Marketing & E-Commerce
- Mobile Marketing

### Sales Marketing & Communications

- Price Management
- Direct Marketing
- Sales Promotion

### Public & Publicity Communications

- Event Marketing & Sponsoring
- Product Placement & Branded Entertainment
- Public Relations

### Market Research/Consulting Project

## 3<sup>rd</sup> Semester

### Study abroad

## 4<sup>th</sup> 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.