

## Marketing MSc Curriculum Overview

Module	SWH*	ECTS	Semester			Lecturers
			1	2	3	
<b>A: Transformation &amp; Digitalization</b>	<b>6</b>	<b>10</b>				
A1: Digitalization of Business Models	2	3	X			Prof. Dr. Jens Böcker
A2: Future Trends & Scenario Techniques	2	3	X			Dr. Norbert Matthes
A3: Business Model Generation	2	4	X			Prof. Dr. Jens Böcker
<b>B: Product &amp; Sales</b>	<b>4</b>	<b>8</b>				
B1: Product/Innovation Management & Services	2	4	X			Prof. Dr. Daniel Assmus
B2: Sales	2	4	X			Dr. Christian Kühl
<b>C: Marketing Implementation</b>	<b>6</b>	<b>12</b>				
C1: Marketing Implementation/International Marketing	3	6		X		Prof. Dr. Jürgen Bode
C2: Case Studies	3	6		X		Prof. Dr. Jens Böcker
<b>D: Marketing Process &amp; Strategy</b>	<b>4</b>	<b>8</b>				
D1: Marketing Process & Strategy I	2	4	X			Dieter Lauszus
D2: Marketing Process & Strategy II	2	4		X		Dieter Lauszus
<b>E: Market Research &amp; Data Management</b>	<b>8</b>	<b>16</b>				
E1: Market Research	4	8	X			Prof. Dr. Daniel Assmus
E2: Data Management/Statistical Analytics	2	4		X		Prof. Dr. Gunnar Stevens
E3: Digital Consumer Behaviour	2	4		X		Prof. Dr. Daniel Assmus
<b>F: Promotion &amp; Pricing</b>	<b>4</b>	<b>8</b>				
F1: Promotion	2	4		X		Prof. Dr. Daniel Assmus
F2: Pricing	2	4			X	Prof. Dr. Alexander Pohl
<b>G: Negotiation</b>	<b>3</b>	<b>6</b>				
G1: Negotiation I	1	2		X		Dr. Christian Kühl
G2: Negotiation II	2	4			X	Dr. Christian Kühl
<b>H: Masterthesis &amp; Colloquium</b>	<b>0</b>	<b>22</b>				
H1: Masterthesis	0	18			X	
H2: Colloquium	0	4			X	
<b>Summe</b>	<b>35</b>	<b>90</b>				

\* Semester Week Hours (SWH)