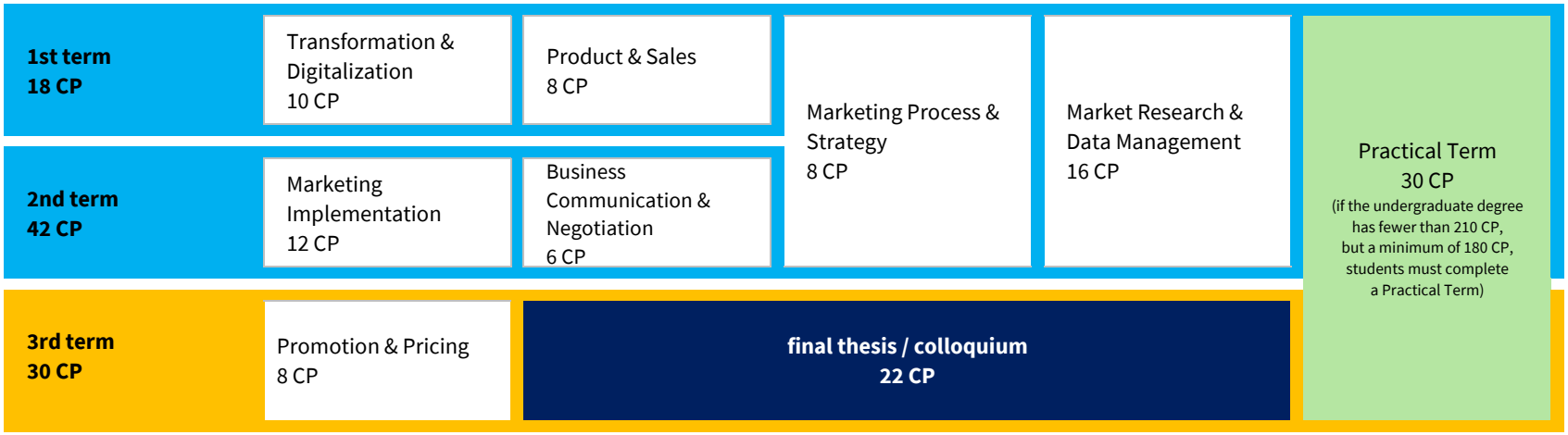
Marketing (M.Sc.)

Department of Management Sciences



MPO 2023

Legend

Modul Types

- concentration
- mobility window
- practical experience
- final thesis

CP= Credit Points

Hochschule Bonn-Rhein-Sieg
University of Applied Sciences

Language of Instruction

- German
- bilingual module

Studienverlaufsplan Marketing (M.Sc.) - Department of Management Sciences

Profiling (blue background)

1st term 18 CP

Transformation and Digitalisation 10 CP

Product and Sales 8 CP

2nd term 42 CP

Marketing Implementation 12 CP

Business Communication and Negotiation 6 CP

Marketing Process and Strategy 8 CP

Market Research and Data Management 16 CP

Mobility window (yellow background)

3rd term 30 CP

Promotion and Pricing 8 CP

Final thesis/ colloquium 22 CP (final thesis - dark blue background)

Practical Term 30 CP (if the undergraduate degree has fewer than 210 CP, but a minimum of 180 CP, students must complete a Practical Term)

MPO 2025

Modul Types

concentration (light blue background)

mobility window (yellow background)

practical experience (green background)

final thesis (dark blue background)

CP= Credit Points

Future Skills

#skills4_the_digital_age

#skills_2_transform

#skills_4_life

#digital_expert

#sustainable_expert

Language of Instruction

English language module