

# DIGITAL MARKETING

Master of Arts



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### STUDY CONTENT

Digitisation is changing our interaction behaviour and thus also numerous requirements for the design of corporate communications and the prioritisation of marketing measures. This means the development and implementation of digital marketing strategies is one of the essential success factors of companies today and a basic requirement for their long-term competitiveness.

The master's degree programme "Digital Marketing" combines a sound economic education with the latest findings on the optimisation of digital communication and marketing strategies of companies. The seminars allow for different specialisations and focuses. The main focus is on the development of a digital marketing strategy and the expansion of a digital ecosystem across all communication channels – i.e. location-based, online, mobile, digital and social media.

You will learn the techniques and tools of digital marketing. These include, among others search engine marketing (search engine optimisation, and advertising), social media marketing, digital content (creation) management, content marketing/digital storytelling as well as marketing analytics and social media monitoring. Further focal points are media planning, corporate communications, and customer relationship management with digital social media.

Graduates of this course of study often work in the following company and activity areas:

- Digital marketing
- Media/Communications
- SEO management
- Content management
- Public relations
- Product management

### AT A GLANCE

#### START OF STUDIES

Fall (August)

#### LECTURE LANGUAGE

English

#### DURATION

4 semesters incl. master's thesis

#### STUDY LOCATION

Cologne

#### STUDY FORM

Full-time (120 ECTS)

#### ELECTIVE COURSES

In the 2nd & 3rd semester

#### INTERNSHIP

Minimum 8 weeks (obligatory)

#### BUSINESS PROJECT

In the 2nd semester

#### SEMESTER ABROAD

In the 4th semester (optional)

#### FOREIGN LANGUAGE COURSES

From 1st – 3rd semester

#### SOFT SKILLS

From 1st – 3rd semester

# DIGITAL MARKETING

## Study plan

### 1. SEMESTER

Business Economics	Module 1	3 ECTS
Empirical Research Methods	Module 1	3 ECTS
Strategic Analysis & Management	Module 2	3 ECTS
Innovation Management & Digital Transformation	Module 2	3 ECTS
Corporate Social Responsibility	Module 3	3 ECTS
Corporate Governance	Module 3	3 ECTS
Digital Strategy Development	Module 4	3 ECTS
Digital Storytelling	Module 4	3 ECTS
Advanced Intercultural Team Leadership	Module 12	2 ECTS
Advanced Negotiation & Influencing Skills	Module 15	2 ECTS
Language & Communication Skills I <sup>1</sup>	Module 18	2 ECTS

### 2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Digital Content Creation	Module 6	3 ECTS
Interdisciplinary Elective <sup>3</sup>	Module 6	3 ECTS
Advanced Digital Marketing	Module 7	3 ECTS
Online & Social Media Management	Module 7	3 ECTS
Business Project	Module 8	6 ECTS
International Project Management	Module 13	2 ECTS
Emotional Intelligence	Module 16	2 ECTS
Language & Communication Skills II <sup>1</sup>	Module 19	2 ECTS

### 3. SEMESTER

Big Data & Cloud Management	Module 9	3 ECTS
Omni-Channel Commerce	Module 9	3 ECTS
Social Media Monitoring	Module 10	3 ECTS
Interdisciplinary Elective <sup>3</sup>	Module 10	3 ECTS
Media Planning	Module 11	3 ECTS
Business Simulation Game	Module 11	3 ECTS
Skills Elective <sup>2</sup>	Module 14	2 ECTS
Advanced Digital Marketing Techniques & Tools	Module 17	2 ECTS
Language & Communication Skills III <sup>1</sup>	Module 20	2 ECTS
Master Thesis Tutorial	Module 19	2 ECTS
Internship <sup>4</sup> (at least 8 weeks)		10 ECTS

### 4. SEMESTER

Master Thesis	24 ECTS
Master Thesis Tutorial	2 ECTS
Internship <sup>4</sup> (at least 8 weeks)	10 ECTS

General economic science teaching content

Interdisciplinary competences

Programme-specific teaching content

Elective range

Each course usually comprises two hours per week during the semester.

<sup>1</sup> For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.

<sup>2</sup> In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

<sup>3</sup> In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “International Law”, “International Competitiveness”, “E-Commerce”, “Special Issues in Globalization”, “Global and Industrial Corporate Responsibility”, “Public Relations”, “Video Marketing”, “Online Aesthetics”, “Tourism Consulting” or “Business Travel”.

<sup>4</sup> During the semester break you will complete an internship of at least eight weeks at home or abroad.