

MARKETING MANAGEMENT

Master of Arts



MARKETING MANAGEMENT

Master of Arts

STUDY CONTENT

Markets and marketing are undergoing an extremely dynamic change. Consumers are becoming both more demanding and critical, communication and distribution channels increasingly versatile and complex. This requires managers who are able to recognise trends and innovations early on in order to use them profitably for their companies.

With this master's degree you will specialise within an internationally oriented business degree programme and expand your skills for future management positions in marketing.

You will learn how to analyse markets, target groups and competitors, how to design a company's product range according to its needs and how to control sales activities, communication measures and pricing instruments in such a way that services can be successfully marketed and customers retained long term.

Together, you will discuss and develop strategies that make brands highly competitive worldwide, thereby considering cultural differences in the markets. You will learn how to use the classic instruments of the marketing mix. This includes calculative and psychological methods of price development as well as the selection and acquisition of suitable sales channels. Another important focus of the course is on innovation processes: How do you find ideas for new products, evaluate their chances and risks and control the innovation process until they are successfully launched on the market.

Graduates of this study programme work, among others, in the following sectors and departments:

- Marketing/Sales
- Brand management
- Communications
- Product pricing
- Public relations
- Project management

AT A GLANCE

START OF STUDIES

Fall (August)
Spring (January)

LECTURE LANGUAGE

English

DURATION

4 semesters incl. master's thesis

STUDY LOCATION

Cologne, Mainz & Potsdam

STUDY FORM

Full-time (120 ECTS)

ELECTIVE COURSES

In the 2nd & 3rd semester

INTERNSHIP

Minimum 8 weeks (obligatory)

SEMESTER ABROAD

In the 4th semester (optional)

BUSINESS PROJECT

In the 2nd semester

FOREIGN LANGUAGE COURSES

From 1st – 3rd semester

SOFT SKILLS

From 1st – 3rd semester

MARKETING MANAGEMENT

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
Modern Marketing Strategies	Module 4	3 ECTS
Managing Brands in the Digital Era	Module 4	3 ECTS
Advanced Intercultural Team Leadership	Module 12	2 ECTS
Advanced Negotiation & Influencing Skills	Module 15	2 ECTS
Language & Communication Skills I ¹	Module 18	2 ECTS

2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Business Elective ³	Module 6	3 ECTS
Interdisciplinary Elective ⁴	Module 6	3 ECTS
Advanced Price Management	Module 7	3 ECTS
Sales Excellence	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 ¹	Module 19	2 ECTS

3. SEMESTER

Value Based Management	Module 9	3 ECTS
Sustainable Supply Chain Management	Module 9	3 ECTS
Business Elective ³	Module 10	3 ECTS
Interdisciplinary Elective ⁴	Module 10	3 ECTS
Creating & Managing Market Innovation	Module 11	3 ECTS
Business Simulation Game	Module 11	3 ECTS
Skills Elective ²	Module 14	2 ECTS
Storytelling for Marketing & Branding Purposes	Module 17	2 ECTS
Language & Communication Skills III ¹	Module 20	2 ECTS
Master Thesis Tutorial	Module 19	2 ECTS
Internship ⁵ (at least 8 weeks)		10 ECTS

4. SEMESTER

Master Thesis	24 ECTS
Master Thesis Tutorial	2 ECTS
Internship ⁵ (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.

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

² 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.

³ In these elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Qualitative Research Methods”, “Writing & Pitching of Business Plans”, “Psychological Decision-making & Responsibility”, “Digital Marketing Techniques & Tools”, “Bitcoin & the Market of Cryptocurrencies” or “Development & Production of Video Games”.

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