

Marketing MSc Curriculum Overview Winter Term 2022/23

Module	SWH*	ECTS	Semester			Lecturers
			1	2	3	
A: Transformation & Digitalization	6	10				
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: Product & Sales	4	8				
B1: Product/Innovation Management & Services	2	4	X			Prof. Dr. Daniel Assmus
B2: Sales	2	4	X			Prof. Dr. Stephan Tank
C: Marketing Implementation	6	12				
C1: Marketing Implementation/International Marketing	3	6		X		Prof. Dr. Jürgen Bode
C2: Case Studies	3	6		X		Prof. Dr. Jens Böcker
D: Marketing Process & Strategy	4	8				
D1: Marketing Process & Strategy I	2	4	X			Dieter Lauszus
D2: Marketing Process & Strategy II	2	4		X		
E: Market Research & Data Management	8	16				
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
F: Promotion & Pricing	4	8				
F1: Promotion	2	4			X	Prof. Dr. Daniel Assmus
F2: Pricing	2	4			X	Prof. Dr. Alexander Pohl
G: Business Communication & Negotiation	3	6				
Business Communication & Negotiation	3	6		X		Regina Brautlacht
H: Masterthesis & Colloquium	0	22				
H1: Masterthesis	0	18			X	-
H2: Colloquium	0	4			X	
Summe	35	90				

* Semester Week Hours (SWH)