

COURSES AT THE DEPARTMENT OF MARKETING

Bachelor's Program Business Administration

Overview of the Courses in the Bachelor's Program

Modul B: Grundzüge der Betriebswirtschaftslehre

- VO Principles of Marketing

Modul E: Betriebswirtschaftslehre - Vertiefung

- VU Marketing (Applied Marketing)

Modul G: Spezielle Betriebswirtschaftslehre

- KS Introductory Marketing Research: Consumer Insights
- KS Advanced Marketing Research: Digital Marketing
- KS Introduction to Buyer Behavior: Marketing Communication
- KS Advanced Topics in Buyer Behavior: Marketing Across Industries and Borders

Modul K: Ergänzungsfach

- KS Statistische Datenanalyse/Computer-aided Statistical Analysis

Master's Program Business Administration

Structure of the Master's Program

- In addition to refreshing, broadening and deepening knowledge in the core areas of business administration as well as in business mathematics and statistics, the redesigned master's program in business administration offers a wide range of elective and specialization options with the special business administration courses (SBWLs) and the new module Business Analytics and Data Science.
- If at least two SBWLs from the same subject area and the corresponding lecture (Module A) are completed, then a specialization (**major**) exists, which is listed on the degree certificate.

Spezialisierung (Major)	Modul A	Module der Speziellen Betriebswirtschaftslehre
Marketing	Masterkurs Marketing	Marketing in Consumer Markets
		Marketing in Business Markets
		Marketing in the Services Industry

Overview of the Courses in the Master's Program

Modul A: Allgemeine Betriebswirtschaftslehre		
– VO Masterkurs Marketing/Master Course Marketing		
Modul B: Spezielle Betriebswirtschaftslehren		
Marketing in Consumer Markets	Marketing in Business Markets	Marketing in the Services Industry
– Managing Touchpoints and the Customer Journey	– Managing Customer Experience in Business Markets	– Managing Services
– Managing Omni Channel and Platforms	– Managing the Salesforce	– Managing Revenue and Capacity
– Managing the Brand	– Managing the Innovation Process	– Managing Communication
– Marketing Research and Analytics in Consumer Markets	– Marketing Research and Analytics in Business Markets	– Marketing Research and Analytics in the Services Industry
– Seminar aus Marketing in Consumer Markets	– Seminar aus Marketing in Business Markets	– Seminar aus Marketing in the Services Industry
– Masterseminar aus Marketing in Consumer Markets	– Masterseminar aus Marketing in Business Markets	– Masterseminar aus Marketing in the Services Industries
– Fachprüfung	– Fachprüfung	– Fachprüfung
Modul C: Empirische Wirtschaftsforschung		
– PS Empirische Wirtschaftsforschung 1		
– PS Empirische Wirtschaftsforschung 2		