

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS
Corporate Positioning & Decision Processes	5	3	Dialogical Communication: Influencer, Social & Co.	5	3
Customer Centric Management	5	3	Strategic & Digital Marketing	5	3
Extended Marketing Management Skills	5	3	Thesis & Colloquium	15	2
Internal Marketing & Culture Shaping	5	3			
Entrepreneurial Thinking & Digital Models	5	3			
Advanced Research Methodologies	5	3	Interdisciplinary Elective (e.g. IDM or ISEM)	5	3
	30	18		30	11
60 ECTS					

	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)
	Elective module from another UE faculty

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System