

M. Sc. in Betriebswirtschaft

MARKETING MANAGEMENT - Studienstruktur

1. Semester (Wintersemester)					
	Studienmodul	Lehrende	Prüfungsleistungen	LP	SWS
M 3.1	Marketing Research Methods and Projects	Prof. Dr. Susanne Wigger-Spintig Prof. Dr. Julia Kopf	ModA	5	4
M 3.2	Economic Analysis of Countries and Markets	Prof. Dr. Stefan Hohberger	schrP oder ModA	5	4
M 3.4	Communication Management and Concept Development	Prof. Dr. Werner M. Thieme	ModA	5	4
M 3.11	Digital & Sustainable Consumer Behaviour Analysis	Prof. Dr. Susanne Wigger-Spintig	ModA	5	4
M 3.13	Digital Commerce	Prof. Dr. Klaus Gutknecht	ModA	5	4
M 3.14	Project Study: Strategic Marketing and Technology Management in B2B Industries	Prof. Dr.-Ing. Matthias Schlipf	ModA	5	4

2. Semester (Sommersemester)					
	Studienmodul	Lehrende	Prüfungsleistungen	LP	SWS
M 3.3	Leadership and Change Management	Prof. Dr. Wilhelm Maier	ModA	5	4
M 3.5	Brand Management	Prof. Dr. Werner M. Thieme	ModA	5	4
M 3.6	Sales and Key Account Management for Industrial Goods and Services	Prof. Dr.-Ing. Matthias Schlipf	ModA oder schrP (50%) & ModA (50%)	5	4
M 3.8	Global Literacy: Cross-cultural Communication, Negotiation and Globalization	Prof. Dr. Nicole Brunnhuber	ModA oder Präs	5	4
M 3.9	Marketing Decisions & Financial Impacts	Prof. Dr. Klaus Gutknecht	ModA	5	4
M 3.12	Customer Relationship Management	Prof. Dr. Eva Anderl	schrP oder ModA	5	4

3. Semester (Winter- und Sommersemester)					
	Studienmodul	Lehrende	Prüfungsleistungen	LP	SWS
M 3.7	Research Project: International Marketing Management	Prof. Dr. Werner M. Thieme	ModA	5	4
M 3.10	Sustainable new Business Development, Product Management and Innovation Management	Prof. Dr. Susanne Wigger-Spintig	ModA	5	4
M 3.15	Masterarbeit		MA	16	-
M 3.16	Masterkolloquium		Präs	4	2

LP = Leistungspunkte; ModA = Modularbeit; SWS = Semesterwochenstunden; MA = Masterarbeit; Präs = Präsentation; schrP = schriftliche Prüfung

Gültig ab Oktober 2026 (Änderungen vorbehalten)