

# Studienverlaufsplan Marketing

Modul	Teilmodule	Präsenzstunden (ECTS-Punkte) je Semester							
		1	2	3	4	5	6	Gesamt	(Gesamt)
Introduction to Marketing	Fundamentals of Marketing	20							
	Principles of Design and Layout	30							
<b>50</b>									<b>(5)</b>
Marketing Insights	Marketing Research			30					
	Consumer Behaviour			20					
<b>50</b>									<b>(5)</b>
Promotional Strategy	Marketing Communications				20				
	Brand Management				10				
	Customer Relationship Management					20			
<b>50</b>									<b>(5)</b>
Strategic Marketing	Product and Pricing Decisions					30			
	Communication and Distribution					20			
<b>50</b>									<b>(5)</b>
Issues and Trends in Marketing						50			
<b>50</b>									<b>(5)</b>
Marketing Case Study							50		
<b>50</b>									<b>(5)</b>
<b>300</b>									<b>(30)</b>