

Curriculum

Digital Marketing & Sales

Bachelor | Full-time

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester
Student Orientation Program <i>integrated Business English</i>	Fundamentals of Business Law	Quantitative Data Analysis <i>integrated Business English</i>	Business Intelligence & Analytics	Investment & Financing
Fundamentals of Accounting	Cost Accounting & Controlling	Research Methods <i>integrated Business English</i>	Change Management & Conflict Management <i>integrated Business English</i>	International Business Environment
Business Software	Marketing & Sales	Digital Marketing	Economics	Event-Marketing
HR & Organization	Scientific Work & Writing <i>integrated Business English</i>	Self & Employee Management	Project Management	Brand Management
Sustainability, Diversity & Business Ethics	Collaborative Work	Content Marketing	Market Research Seminar	Performance Marketing
Graphic Design	Video Editing & Digital Media	Social Media Marketing	Sales & Customer Relationship Management	

The modules have a scope of 5 ECTS.

Each semester contains 6 modules with exception of the 6th semester, which includes the Bachelor's Thesis and Internship.

The profile forming specialisation in this studyprogramme includes 100 ECTS. The specific key and future competences are taught here.

 = Basic Modules

 = Profiling Modules