

## Curriculum International Marketing and Psychology M.Sc.

1. Semester	Parameter	Module/Fächer	SWS		LN	ECTS	WL
	IMP110	<b>International Marketing</b>	4		P	6	180
	IMP111	Int. Marketing Strategy		2			
	IMP112	Int. Brand Management		2			
	IMP120	<b>International Business Skills</b>	4		P	6	180
	IMP121	Cultural Environment		2			
	IMP122	Competition & Trademark Law		2			
	IMP130	<b>Intercultural &amp; Business Psychology</b>	6		P	9	270
	IMP131	Intercultural Psychology		2			
	IMP132	Business Psychology		4			
	IMP140	<b>Advanced Research Skills in Marketing</b>	6		P	9	270
	IMP141	Advanced Market Research		4			
	IMP142	Research Methodology		2			
	<b>Summe 1. Semester</b>			<b>20</b>	<b>4</b>	<b>30</b>	<b>900</b>

2. Semester	Parameter	Module/Fächer	SWS		LN	ECTS	WL
	IMP210	<b>Marketing Innovation</b>	4		P	6	180
	IMP211	Business Modelling & Sustainability		2			
	IMP212	Market-oriented Entrepreneurship		2			
	IMP220	<b>Marketing Approaches</b>	4		P	6	180
	IMP221	Digital Marketing & Communications		2			
	IMP222	B2B Marketing & Sales		2			
	IMP230	<b>Marketing Psychology</b>	6		P	9	270
	IMP231	Customer Psychology & Behavioral Pricing		4			
	IMP232	Brand & Media Psychology		2			
	IMP240	<b>Advanced Research Skills in Psychology</b>	6		P	9	270
	IMP241	Experimental & Apparative Methods I		2			
	IMP242	Experimental & Apparative Methods II		4			
<b>Summe 2. Semester</b>			<b>20</b>	<b>4</b>	<b>30</b>	<b>900</b>	

3. Semester	Parameter	Module/Fächer	SWS		LN	ECTS	WL
	IMP310	<b>International Term</b>			SL	30	900
	<b>Summe 3. Semester</b>				<b>1</b>	<b>30</b>	<b>900</b>

4. Semester	Parameter	Module/Fächer	SWS		LN	ECTS	WL
	IMP410	<b>Master Thesis</b>			P	24	720
	IMP420	<b>Marketing &amp; Psychology Projects</b>	4		P	6	180
	IMP421	Marketing Project		2			
	IMP422	Artificial Intelligence Project		2			
<b>Summe 4. Semester</b>				<b>3</b>	<b>30</b>	<b>900</b>	

\* SWS = Semesterwochenstunden; P = Prüfung (mit Note); LN = Leistungsnachweis; WL = Workload  
ECTS = Credits nach dem Europäischen Credit Transfer System; SL = Studienleistung (bestanden/nicht bestanden)