

ISM-COURSE HANDBOOK

M.A. DIGITAL MARKETING MANAGEMENT

CURRICULUM

Full-time (4 semesters)

SEMESTER	1.	2.	3.	4.
BASIC SUBJECTS Self-regulated learning	Applied Statistics & Advanced Market Research M-MAR	Innovation & Strategic Management M-LSM	Ethics & Law M-ETH	
ECTS	10	10	10	
SPECIALIZATION Self-regulated learning	Digital Marketing Strategy & Planning M-DIM1	Digital Communication M-DIM3	Elective: Essentials of Global Sustainable Development M-DIM5 or Policies & Trends in Sustainability M-SUS2	
ECTS	10	10		
SPECIALIZATION Live seminar run by a faculty member	Digital Customer Experience M-DIM2	Digital Marketing Tools M-DIM4		
ECTS	5	5	5	
SKILLS Live seminar run by a faculty member	Leadership M-SK1		Negotiation & Consulting M-SK3	
ECTS	5		5	
Projects		Digital Bootcamp M-SK2	Research & Consulting Project M-RCP	Master Thesis MAT
ECTS		5	10	30
TOTAL	30	30	30	30

Part-time (6 semesters)

SEMESTER	1.	2.	3.	4.	5.	6.
BASIC SUBJECTS Self-regulated learning	Applied Statistics & Advanced Market Research M-MAR	Innovation & Strategic Management M-LSM		Ethics & Law M-ETH		
ECTS	10	10		10		
SPECIALIZATION Self-regulated learning		Digital Marketing Strategy & Planning M-DIM1	Digital Communication M-DIM3	Elective: Essentials of Global Sustainable Development M-DIM5 or Policies & Trends in Sustainability M-SUS2		
ECTS		10	10			
SPECIALIZATION Live seminar run by a faculty member	Digital Customer Experience M-DIM2		Digital Marketing Tools M-DIM4			
ECTS	5		5	5		
SKILLS Live seminar run by a faculty member	Leadership M-SK1			Negotiation & Consulting M-SK3		
ECTS	5			5		
Projects			Digital Bootcamp M-SK2		Research & Consulting Project M-RCP and Masterthesis MAT	Master Thesis MAT
ECTS			5		10+10	20
TOTAL	20	20	20	20	20	20

