

MBA BRAND MARKETING

BRAND MANAGEMENT

online

English

90 ECTS

18 months

Module Overview for the MBA Program

The MBA program is structured into modules, each comprising multiple courses. The modules are completed sequentially through self-study with flexible time management. To complete a module, the required examination must be successfully passed.

Module	Exam	ECTS
Management Skills	Multiple choice test (40min)	6
Marketing Management	Written assignment	6
Academic Research Skills	Written assignment	6
Search Engine Marketing	Term paper	6
Project Management & Communication	Case study	6
Social Media Marketing	Multiple choice test (40min)	6
Data Based Brand Management	Multiple choice test (40min)	6
Service Marketing	Term paper	6
Psychology & Neuromarketing	Term paper	6
Brand Communication	Multiple choice test (40min)	6
International Marketing & Brand Management	Term paper	6
Master Thesis	Synopsis, master thesis, colloquium	24

Note on Examination Formats

Possible types of examinations include multiple-choice exams, case studies, video presentations, oral exams, open-book exams, and closed-book exams. All exams can be taken online with flexible scheduling.