

Digital Marketing & Sales Bachelor

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. 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	Bachelor Thesis & Examination
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	Internship
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 – with exception of the 5th Semester, which includes a modul of 10 ECTS
- ✓ Each semester contains 6 modules – with exception of the 5th semester (10 ECTS module) and 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.

Caption:
WHITE: Basic Modules
RED: Profiling Modules.