

Studiengang: Social Media Marketing & Management

SEM.						
1	Language Module 1	Business Management	Multimedia Storytelling	Social Media Marketing & Mgmt Orientation	Media Design and Impact	Marketing in the Digital Era
2	Language Module 2	Media & Business Law	Market Research	Social Media Marketing	Media Production	Online Marketing I
3	Compulsory Elective Modul	Metaverse and Web3	Trend and Future Research	Social Commerce & Marketing Strategy	Social Media Newsroom	Online Marketing II
4	Compulsory Elective Modul	Research Methods & Project		Strategic Management	Management & Leadership	Marketing Tools & Analytics
5	Internship					
6	Compulsory Elective Modules					
7	Compulsory Elective Modules			Bachelor Colloquium	Bachelorthesis	
	0 10 20 30 ECTS					