

3+1 Program (Fall 2015 ongoing)

Study Plan for International Business with Marketing Management

Semester 1 (33 ECTS)	Introduction to Social Marketing (3 ECTS)	Applied Social Media Marketing (3 ECTS)	Customer Relationship Management (CRM) (3 ECTS)	Supplier Relationship Management (SRM) (3 ECTS)	Creative Marketing (3 ECTS)	Cost Management along the Value Chain (3 ECTS)	International Business Elective: TBD or Procurement (3 ECTS)	German as a Foreign Language* (6 ECTS)	European Business Culture (3 ECTS) English for Academic Purposes I **	Scientific Writing I (3 ECTS)
Semester 2 (27 ECTS)	Service Marketing (3 ECTS)	Optimizing the Sales Process (3 ECTS)	International Business Elective, e.g. Business Psychology Investment Banking (3 ECTS)	Bachelor Thesis (12 ECTS)				BT Tutorial (1 ECTS)	English for Academic Purposes II (3 ECTS)	Scientific Writing II (2 ECTS)

* German as a Foreign Language may be continued during semester 2 as an extracurricular elective course. Students will receive an additional certificate confirming their participation and level of German language proficiency.

**to be continued during semester 2