

COURSE SCHEDULE

	Semester			
	1.	2.	3.	4.
Strategic Marketing Management	5 CP			
Brand Theory & Corporate Brand Strategy	5 CP			
Leadership & Management	5 CP			
Advanced Project Management	5 CP			
German I: Living in Germany or Intercultural Communication & Competence ¹	5 CP			
Research Methodology	5 CP			
Marketing Mix Design & Management		5 CP		
Brand Architecture & Positioning		5 CP		
Innovation Management & Design Thinking		5 CP		
Interdisciplinary Team Project I		5 CP		
German II: Working in Germany or Foreign Language Skills ²		5 CP		
Quantitative & Qualitative Methods for Business		5 CP		
Consumer Research Lab			5 CP	
Consumer Behavior & Psychology			5 CP	
Advanced Team Project			10 CP	
Scientific Work in Practice			5 CP	
COMPULSORY ELECTIVE MODULES (CHOOSE 1 OUT OF 5)				
Corporate Finance			5 CP	
Sustainability Management & CSR in a Global Context			5 CP	
Entrepreneurship			5 CP	
International Relations & Current World Affairs			5 CP	
Internship ³			5 CP	
3RD SEMESTER ALTERNATIVE - INTERNSHIP³				
International Experience			25 CP	
Scientific Work in Practice			5 CP	
3RD SEMESTER ALTERNATIVE - SEMESTER ABROAD³				
International Studies			30 CP	
Stakeholder Communication & PR ⁴				5 CP
Public Affairs & Government Relations ⁴				5 CP
Master's Thesis				20 CP
Total: 120 CP	30 CP	30 CP	30 CP	30 CP



You haven't completed your Bachelor's degree yet? At Hochschule Fresenius, you can start your Master's program and finish your Bachelor's program at the same time, provided you have attained at least 80 percent of the credit points by the time of enrollment. In addition, Bachelor's students at Hochschule Fresenius will only pay the monthly Master's tuition fees when starting the Master's program.

CP = Credit points in accordance with the ECTS

¹ Students with no German skills take the module German I: Living in Germany. Students with the necessary German skills take the module Intercultural Communication & Competence.

² Students whose German skills are not equivalent to at least Level A2 take the module German II: Working in Germany. Students with the necessary German skills take the module Foreign Language Skills.

³ Instead of spending their third semester on campus, students can choose to go abroad, selecting the „International Studies“ module. Alternatively, they can opt for an internship, selecting the „International Experience“ module in addition to „Scientific Work in Practice“. This is designed to allow students to choose specializations.

⁴ Potentially online to allow individual mobility in the last semester.