

PROGRAM STRUCTURE

INTERNATIONAL BRAND MANAGEMENT

1. Term

International Brand Management
International Marketing Research
Intercultural Competence I
Business English for Marketing
Financial Management

2. Term

Corporate Branding
Intercultural Competence II
International Product Development
Statistics
Elective Module I - Specialisation

3. Term

Politics and Law
International Management
Sales and Supply-Chain-Management
Transnational Brand Communication
Elective Module II - Specialisation

4. Term

Practice Transfer Project
Master Thesis

April 2015