

# Das Studium im Überblick

## Hochschulabschluss: Bachelor of Arts (B.A.) – 210 Credits

Bachelor-Thesis 12 Credits

### Online-Marketing Deep Dive [Auswahl 2 aus 3]

#### Digital Branding und Nudging

Online Brand Management	6 Credits	Verhaltensökonomie im Online-Marketing	6 Credits
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#### User Experience und Consumer Research

Grundlagen User Experience und Usability	6 Credits	Online Consumer Research	6 Credits
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#### Digital Commerce und Management

E-Business Management	6 Credits	Customer Relationship, Data und Platform Management	6 Credits
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### Online-Marketing-Insights

Business Intelligence und Analytics	8 Credits	Customer Experience Management	6 Credits
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Digital Entrepreneurship	8 Credits	Markt- und Werbepsychologie	8 Credits
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### Online-Marketing-Toolset

Einführung in das Online-Marketing	8 Credits	Digital-Content-Marketing und Storytelling	6 Credits
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Suchmaschinenmarketing	8 Credits	Mobile-Marketing und App Development	6 Credits
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E-Business und Direct-Marketing	8 Credits	Social-Media- und Influencer-Marketing	8 Credits
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### Online-Marketing-Basics

Einführung in das Studium und wissenschaftliches Arbeiten	6 Credits	Datenschutzrecht	6 Credits
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Forschungsmethoden und Statistik	6 Credits	Allgemeine Betriebswirtschaftslehre	6 Credits
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English for Business	6 Credits	Marketing	8 Credits
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Digitale Technologien	8 Credits	Einführung in die Medien- und Kommunikationswissenschaft	6 Credits
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Projektmanagement	6 Credits	Kostenrechnung und Controlling	6 Credits
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Digitale Geschäftsmodelle und Strategien	6 Credits		
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### Praktische Studienphase

Praxisreflexionen  
30 Credits