



## M.A. DIGITAL MARKETING MANAGEMENT – DIGITAL SKILLS FOR FUTURE-PROOF MARKETING

The Digital Marketing Management Master's degree expands your knowledge of business from your Bachelor's degree with **digital expertise** to support your company in understanding and mastering digital marketing, communication and media business.

Your Digital Marketing Management **Master's programme** will deal with:

- conception of digital marketing strategies
- business and revenue models in the online business sector
- digital channels (from social media and influencer marketing to content marketing and effective storytelling)
- tools such as audio and messenger marketing or search engine marketing
- 360° perspectives: from the evaluation of digital business models to conceptualisation, operational implementation and monitoring

After your studies, you are prepared for **positions in the field of digital and online marketing** in various industries and companies as well as in consulting.



**Your study programme directors for M.A. Digital Marketing Management**

**Prof. Dr. Pascal Bruno**

"What excites us about this programme is that the distance learning concept is a prime example of digitalisation. Therefore, this Digital Marketing Management degree programme could not be more fitting. It fully exploits the possibilities of digital technologies and teaches comprehensive digital marketing skills."

[LinkedIn Prof. Dr. Pascal Bruno](#)

## Why #ismfernstudium?

With ISM you are choosing an innovative university with high standards in teaching and research as well as **more than 30 years of experience** in education. ISM is state-recognised and our distance learning courses are **certified, accredited** by the Akkreditierungsrat **and approved** by the State Central Office for Distance Learning (ZFU). On top of that ISM is the first private university of applied sciences in Germany with **AACSB accreditation**.

Our distance learning programmes are characterised by digital teaching materials that are developed using the **latest, innovative teaching methods** and didactics. In addition, the Master's programmes include numerous **live modules** and discussion formats that focus on hot topics and provide the opportunity for a **one-to-one exchange** with lecturers and experts.

### Flexible & modular program

Start your distance learning at ISM **at any time** - flexibly alongside your job and everyday life. The modular structure adapts to **your learning goals** and creates a **high level of motivation** to learn.

### Individual & self-determined

Our goal is to give you the opportunity to use **your own** strengths with the programmes offered. With your distance learning programme, you learn at **your own pace** and you are responsible for the learning processes yourself.

### Well-founded with a great network

We rely on a **high level of quality and topicality** in our programmes and accompany you from the start – **personally and reliably**. Benefit from a lively exchange and the **opportunities to network** with other students, our professors and experts.



#### AACSB-accreditation

Our programmes meet top international standards, confirmed by the prestigious AACSB accreditation.



#### Accredited

All our study programmes have been examined and accredited by the Accreditation Council.



#### State-recognized

With ISM you enjoy the best education - we are state-recognised for an unlimited time.



#### Approved courses

All our study programmes bear the quality seal of the State Central Office for Distance Learning (ZFU).



#### Regular study period full time

4 semesters  
take a look at our part time models"

**Start of semester**  
at any time

**Study locations:**  
#studyfromanywhere



#### Admission requirement

bachelor's degree with 50 ECTS in the field of business\*  
*Please contact us for review of your documents.*



#### Recognition of prior studies

recognition of prior studies on master level is possible upon application. Our study advisor will advise you on this.



#### Language

Language level  
B2 English

\* Can also be completed via a Pre-Master's degree, relevant work experience or bridging courses. Bridge courses that can be started at any time.

## Your curriculum could look like this

### Digital Marketing Management

SEMESTER	Basic Subjects	Specialization		Skills	Projects & Thesis
1.	Applied Statistics & Advanced Market Research	Digital Marketing Strategy & Planning	Digital Customer Experience <small>LIVE ●</small>	Leadership <small>LIVE ●</small>	
2.	Innovation & Strategic Management	Digital Communication	Digital Marketing Tools <small>LIVE ●</small>		Digital Bootcamp <small>LIVE ●</small>
3.	Ethics & Law	Essentials of Global Sustainable Development	or Policies & Trends in Sustainability <small>LIVE ●</small>	Negotiation & Consulting <small>LIVE ●</small>	Research & Consulting Project <small>LIVE ●</small>
4.					Master's thesis with colloquium <sup>1</sup>

<sup>1</sup> We do not have a classic colloquium where you have to defend your thesis in an oral exam. Instead, a live seminar accompanies you through all important phases of your thesis. This live seminar is our colloquium.

Example for the full-time option (4 semesters)

- Our **live modules** usually take place in the evenings or on weekends and are offered on a regular basis, so that you can flexibly choose the dates that suit you.



**Do you have questions about the study programme? Then contact us!**

Your study advisor **Marcella Brockerhoff** and her team are always there for you.



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## Important links and further information

➔ [Overview of the costs](#)

➔ [Your way to #ismfernstudium](#)