

CORVINUS TO PASSAU (STUDENTS FROM CORVINUS MARKETING IN ENGLISH) May 2023

Course code	Course name	Course code	Course name	Comp/ Elect.	CORVINUS				PASSAU		Credits	Comment
					1 Fall		2 Spring		3 WiSe	4 SoSe		
					Q1	Q2	Q3	Q4				
Corvinus courses			Passau courses									
Foundation courses						6	12	6		6	30	
KOZG008NAMB	Managerial Economics			C	6							
MARK011NAMB	Applied Market Research Methods			C		6						
MARK006NAMB	Marketing Management			C		6						
MARK012NAMB	Integrated Marketing Communications			C			6					
MARK013NAMB	Consumer Behavior	34730	Konsumentenverhalten	C			(6)			6		
Core Business Courses						6	6		12		24	
OPDO008NAMB	Decision Making Skills			C	6							
ADIN030NAMB	Information Systems Driving Digital Transformation			C		6						
VEZ0021NAMB	Mastering Organizational Behavior and Leadership			C				6				
PENZ006NAMB	Advanced Corporate Finance			C				6				
Core Marketing Courses							12	0		3	12	27
MARK007NAMB	Services Marketing and Customer Experience			C		6						
MARK024NAMB	Marketing strategy	39999	Unternehmensführung - Unternehmensverfassung - Corporate Governance	C						6		
MARK014NAMB	Marketing Innovations and New Product Development	34520	Masterseminar in Marketing and Innovation	C		6						must be taken at Corvinus but equivalent as seminar in Passau
MARK015NAMB	Sales Management	33840	B2B Marketing and Sales Management	C					3			
MARK016NAMB	Brand Strategies	33820	Produkt-, Marken- und Kommunikationesmanagement	C						6		
Compulsory elective (Requirement: 2 courses must be selected)											0	
MARK017NAMB	DesignCommunications – DIS:CO: creating connections as designing			CE	0							
MARK018NAMB	Identity Design and Creative Management			CE	0							
MARK019NAMB	Intercultural Communication			CE	0							
MARK020NAMB	Sustainable and Ethical Marketing			CE	0							
Data Driven Marketing module								6	12	0	18	
MARK028NAMB	Advanced Research Methods for Data-Driven Marketing Decisions	35780	Advanced Data Analytics	CE					6			
MARK029NAMB	Customer Relationship Management	34540	Kundenmanagement	CE					6			
MARK030NAMB	Data Driven Marketing Business Project	33901	Masterseminar Marketing	CE				6				must be taken at Corvinus
Thesis (Core)									3	12	15	
MARK031NAMB	Advanced Marketing Research	33860	Marketing Research (Master)	C						6		
MARK032NAMB	Thesis Work Consultation 1			C					3			do not technically count towards the 45 ECTS in Passau
MARK033NAMB	Thesis Work Consultation 2			C						3		do not technically count towards the 45 ECTS in Passau
MARK034NAMB	Thesis Work Consultation 3			C						3		do not technically count towards the 45 ECTS in Passau
Elective courses									6		6	
	Elective courses			E					6			
				E								
TOTAL	Total:				12	30	6	18	24	30	120	

Labels: C - compulsory, CE - compulsory elective, E - elective
 * The ECTS used by Corvinus is different from the Passau credit.
 Passau 5-, and 7-credit courses are accounted as 6-credit courses in Corvinus.
 Corvinus courses are taught in quarters (7-week periods).
 WiSe= Fall term
 SoSe= Spring term