## Curriculum Marketing Management & Tourism

| Leadership   Leadership   Skills & Psychology   2   2   2  | Modules / Courses   | Semest  | Semester Credit Units   ECTS-Credits |                |              |  |
|--|---|---------|--------------------------------------|----------------|--------------|--|
| Entrepreneurship   2   3   | ENTREPRENEURSHIP  | 1       | 2                                    | 3              | 4            |  |
| Business Plan & Startup  | Introduction to Strategic Management & Tourism  | 4   5   |                                      |                |              |  |
| Entrepreneurship & Law   | Entrepreneurship  | 2   3   |                                      |                |              |  |
| Entrepreneurship Case Studies  | Business Plan & Startup   |         | 2   3                                |                |              |  |
|  | Entrepreneurship & Law  |         | 2   <b>2</b>                         |                |              |  |
| LEADERSHIP   Leadership  | Entrepreneurship Case Studies   |         |                                      | 2   3          |              |  |
| Leadership   | Entrepreneurship Forum  |         |                                      |                | 1   1        |  |
| Leadership Skills & Psychology   2   2   2   3   3   3   3   3   3   3   | LEADERSHIP  |         |                                      |                |              |  |
| TOURISM MARKETING   Tourism Marketing Management   2   3   | Leadership  | 2   3   |                                      |                |              |  |
| TOURISM MARKETING Tourism Marketing Management   | Leadership Skills & Psychology  |         | 2   <b>2</b>                         |                |              |  |
| Tourism Marketing Management   | Responsible Leadership & Conflict Management  |         |                                      | 2   3          |              |  |
| Online Marketing Consumer Behavior Content Management & Sales Strategic Pricing & Yield Management Digital Trends in Tourism Digital Trends in Tourism 2   3   4   2   3   3   4   3   4   4   4   4   4   4   | TOURISM MARKETING   |         |                                      |                |              |  |
| Online Marketing Consumer Behavior Content Management & Sales Strategic Pricing & Yield Management Digital Trends in Tourism Digital Trends in Tourism 2   3   4   2   3   3   4   3   4   3   3   4   3   3   | Tourism Marketing Management  | 2   3   |                                      |                |              |  |
| Content Management & Sales   3   4   |   |         |                                      |                |              |  |
| Strategic Pricing & Yield Management   2   3   3   4     5   3   5   5   5   5   5   5   5   | ·   |         | 2   <b>2</b>                         |                |              |  |
| 2   3   3   3   3   3   3   3   3   3  | Content Management & Sales  |         |                                      |                |              |  |
| Digital Trends in Tourism  |   |         |                                      | 2   3          |              |  |
| Brand Management (I+II)  |   |         |                                      | 2   3          |              |  |
| International Services Marketing   | Marketing Management Case Studies   | 2   3   | 2   3                                |                |              |  |
| Urban Tourism & Branding   | Brand Management (I+II)   | 1   1   | 2   3                                |                |              |  |
| Urban Tourism & Branding   | International Services Marketing  |         |                                      |                | 2   <b>2</b> |  |
| INTERNATIONAL TOURISM & SUSTAINABILITY  International Tourism Markets  Elective I: International Tourism  Elective II: Current Issues in International Tourism  International Tourism Policy  Responsible Tourism Management  Elective II: Current Issues in International Tourism  International Tourism Policy  Responsible Tourism Management  Elective II: Current Issues in International Tourism  International Tourism Policy  Inte | -   |         |                                      |                | 2   2        |  |
| ### DESTINATION MANAGEMENT    Destination Management   | Elective I: International Tourism<br>Elective II: Current Issues in International Tourism | 1   2   |                                      | 4   6          |              |  |
| DESTINATION MANAGEMENT  Destination Management Destination Management Case Studies Destination Marketing Desti | Responsible Tourism Management  |         |                                      | 2   3          |              |  |
| Destination Management       3   5         Destinationsmanagement Case Studies       2   2         Destination Marketing       2   2         PRODUCT DEVELOPMENT & INNOVATION         Product Development & Innovation       2   2         Service & Experience Design       2   2         Architecture & Tourism       2   3         ACADEMIC RESEARCH & STUDIES         Empirical Social Research (I+II)       2   3       2   3         Master Thesis Seminar       1   1         Master Thesis         2         Master's Examination         2  | Emerging Tourism Markets  |         |                                      | 2   3          |              |  |
| Destinationsmanagement Case Studies         2   2           Destination Marketing         2   2           PRODUCT DEVELOPMENT & INNOVATION         2   2           Product Development & Innovation         2   2           Service & Experience Design         2   2           Architecture & Tourism         2   3           ACADEMIC RESEARCH & STUDIES         Empirical Social Research (I+II)         2   3           Master Thesis Seminar         1   1           Master Thesis           2           Master's Examination           2   | DESTINATION MANAGEMENT  |         |                                      |                |              |  |
| Destination Marketing  PRODUCT DEVELOPMENT & INNOVATION  Product Development & Innovation  Service & Experience Design  Architecture & Tourism  ACADEMIC RESEARCH & STUDIES  Empirical Social Research (I+II)  Master Thesis Seminar  Master Thesis  Master's Examination  | Destination Management  | 3   5   |                                      |                |              |  |
| PRODUCT DEVELOPMENT & INNOVATION  Product Development & Innovation 2   2  Service & Experience Design 2   2  Architecture & Tourism 2   3  ACADEMIC RESEARCH & STUDIES  Empirical Social Research (I+II) 2   3   2   3  Master Thesis Seminar   1   1  Master Thesis  Master's Examination   2   | Destinationsmanagement Case Studies   |         | 2   2                                |                |              |  |
| Product Development & Innovation 2   2  Service & Experience Design 2   2  Architecture & Tourism 2   3  ACADEMIC RESEARCH & STUDIES  Empirical Social Research (I+II) 2   3 2   3  Master Thesis Seminar 1   1  Master Thesis Master's Examination   2  | Destination Marketing   |         | 2   <b>2</b>                         |                |              |  |
| Service & Experience Design         2   2           Architecture & Tourism         2   3           ACADEMIC RESEARCH & STUDIES           Empirical Social Research (I+II)         2   3         2   3           Master Thesis Seminar         1   1           Master Thesis           2         2           Master's Examination           2         2   | PRODUCT DEVELOPMENT & INNOVATION  |         |                                      |                |              |  |
| Architecture & Tourism  ACADEMIC RESEARCH & STUDIES  Empirical Social Research (I+II)  Master Thesis Seminar  Master Thesis  Master's Examination  | Product Development & Innovation  |         | 2   <b>2</b>                         |                |              |  |
| ACADEMIC RESEARCH & STUDIES  Empirical Social Research (I+II)  Master Thesis Seminar  Master Thesis  Master's Examination  | Service & Experience Design   |         | 2   <b>2</b>                         |                |              |  |
| Empirical Social Research (I+II)         2   3         2   3           Master Thesis Seminar         1   1           Master Thesis           2           Master's Examination           2  | Architecture & Tourism  |         |                                      | 2   3          |              |  |
| Master Thesis Seminar  Master Thesis  Master's Examination   | ACADEMIC RESEARCH & STUDIES   |         |                                      |                |              |  |
| Master Thesis   2 Master's Examination   2   | Empirical Social Research (I+II)  | 2   3   | 2   3                                |                |              |  |
| Master's Examination   2   | Master Thesis Seminar   |         |                                      |                | 1   1        |  |
|  | Master Thesis   |         |                                      |                | 22           |  |
| SEMESTER CREDIT UNITS LECTS-CREDITS 21   30   25   30   20   30   6   3  | Master's Examination  |         |                                      |                | 2            |  |
| 21 30 25 30 20 30 0 3  | SEMESTER CREDIT UNITS   ECTS-CREDITS  | 21   30 | 25   <b>30</b>                       | 20   <b>30</b> | 6   30       |  |