

Curriculum Marketing Management & Tourism

Modules / Courses	Semester Credit Units ECTS-Credits			
ENTREPRENEURSHIP	1	2	3	4
Introduction to Strategic Management & Tourism	4 5			
Entrepreneurship	2 3			
Business Plan & Startup		2 3		
Entrepreneurship & Law		2 2		
Entrepreneurship Case Studies			2 3	
Entrepreneurship Forum				1 1
LEADERSHIP				
Leadership	2 3			
Leadership Skills & Psychology		2 2		
Responsible Leadership & Conflict Management			2 3	
TOURISM MARKETING				
Tourism Marketing Management	2 3			
Online Marketing	2 2			
Consumer Behavior		2 2		
Content Management & Sales		3 4		
Strategic Pricing & Yield Management			2 3	
Digital Trends in Tourism			2 3	
Marketing Management Case Studies	2 3	2 3		
Brand Management (I+II)	1 1	2 3		
International Services Marketing				2 2
Urban Tourism & Branding				2 2
INTERNATIONAL TOURISM & SUSTAINABILITY				
International Tourism Markets	1 2			
Elective I: International Tourism			4 6	
Elective II: Current Issues in International Tourism			4 6	
International Tourism Policy			2 3	
Responsible Tourism Management			2 3	
Emerging Tourism Markets			2 3	
DESTINATION MANAGEMENT				
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				22
Master's Examination				2
SEMESTER CREDIT UNITS ECTS-CREDITS	21 30	25 30	20 30	6 30