

Exemplary Choice of Courses (iBWL Bachelor)

WINTER TERM	SUMMER TERM	WINTER TERM	SUMMER TERM
<ul style="list-style-type: none"> • Value Based Marketing (Lecture) [BWL II] • Electronic Commerce (Lecture) [Strategy & Information] • New Media Marketing: Research (Seminar) [Haus- oder Seminararbeit] 	<ul style="list-style-type: none"> • New Media Marketing: Principles (Lecture) [Strategy & Information] 	<ul style="list-style-type: none"> • Electronic Commerce (Lecture) [Strategy & Information] • Value Based Marketing (Lecture) [BWL II] 	<ul style="list-style-type: none"> • Digital Government Management (Lecture) [Strategy & Information] • IT Innovation Research (Seminar) [Haus- oder Seminararbeit]

Exemplary Choice of Courses (GBM Bachelor)

WINTER TERM	SUMMER TERM	WINTER TERM	SUMMER TERM
<ul style="list-style-type: none"> • Value Based Marketing (Lecture) [International Business] • Electronic Commerce (Lecture) [Strategy & Information] • New Media Marketing: Research (Seminar) [Strategy & Information] 	<ul style="list-style-type: none"> • New Media Marketing: Principles (Lecture) [Strategy & Information] 	<ul style="list-style-type: none"> • Electronic Commerce (Lecture) [Strategy & Information] • Value Based Marketing (Lecture) [International Business] 	<ul style="list-style-type: none"> • Digital Government Management (Lecture) [Strategy & Information] • IT Innovation Research (Seminar) [Strategy & Information]

Exemplary Choice of Courses (ReWi Bachelor)

WINTER TERM	SUMMER TERM
<ul style="list-style-type: none"> • Value Based Marketing (Lecture) [WPV AB (III)] • New Media Marketing: Research (Seminar) [SB III Unternehmen und Management] 	<ul style="list-style-type: none"> • Digital Government Management (Lecture) [SB III Unternehmen und Management] • New Media Marketing: Principles (Lecture) [SB III Unternehmen und Management]

This is the only possibility

Exemplary Choice of Courses (iBWL Master)

WINTER TERM	SUMMER TERM	WINTER TERM	SUMMER TERM
<ul style="list-style-type: none"> • Global E-Business and Electronic Markets (Lecture) [Major/Minor Strategy & Information] 	<ul style="list-style-type: none"> • Advanced Value Based Marketing (Lecture) [Major/Minor Strategy & Information] • Information Systems Research (Seminar) [Major/Minor Strategy & Information] 	<ul style="list-style-type: none"> • New Media Marketing: Research (Seminar) [Major/Minor Strategy & Information] 	<ul style="list-style-type: none"> • Global Trends in eHealth (Lecture) [Major/Minor Strategy & Information] • New Media Marketing: Case Studies (Seminar) [Major/Minor Strategy & Information]

Exemplary Choice of Courses (GBM Master)

WINTER TERM	SUMMER TERM
<ul style="list-style-type: none">• Global E-Business and Electronic Markets (Lecture) [Global Business and Economics]• New Media Marketing: Research (Seminar) [Global Business and Economics]	<ul style="list-style-type: none">• Advanced Value Based Marketing (Lecture) [Global Business and Economics]

Exemplary Choice of Courses (ReWi Master)

WINTER TERM	SUMMER TERM
<ul style="list-style-type: none">• New Media Marketing: Research (Seminar) [SB III Unternehmen und Management]• Global E-Business and Electronic Markets (Lecture) [SB III Unternehmen und Management]	<ul style="list-style-type: none">• Advanced Value Based Marketing (Lecture) [SB III Unternehmen und Management]