



MASTER SPORTS BUSINESS AND COMMUNICATION

Modul Overview (Start Fall)

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Sports Business and Communication	Sports Communication & Media	6	Sports Marketing & Sponsoring	6	Semester Abroad OR 15 Internship Master Thesis 15	
		Corporate Communication and Public Relations Foundations of Communication Studies and Media Markets Foundations of Media Law and Media Ethics		Sports Marketing Sports Sponsoring			
		Sports Business and Leadership	6	Digital Sports Management	6		
		Introduction to Sports Business Innovative Leadership in Sports Management		Online Marketing Digital Sports Social Media Management			
				Sports Rights and Licenses	3		
				Sports Event Management	3		
				Electives (optional)	(3)		
				Success Factor Happiness, Brand Storytelling, Psychology of Marketing			
		Business Project	3	Business Project	3		
MBS Core Modules	Intern. Business & Management	International Business and Management	6	International Focus (1 out of 5)	3		
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies			
		International Focus (1 out of 3)	3				
		Business in Germany Business in Latin America Business in China		Foreign Language (optional)	(3)		
		Foreign Language (optional)	(3)	German, Spanish, Chinese			
				German, Spanish, Chinese			
Executive Skills		Communication in International Business	6	Responsible Leadership in a Global Context	5		
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation			
		MBS Engagement		MBS Engagement	1		
Total ECTS 90							

We recommend international students to choose "German" as a foreign language and the International Focus "Business in Germany" (semester 1).

