Hochschule Aalen

Part B:

Study and Examination Regulations for the Master's degree program in Marketing and Artificial Intelligence (Part MA-TB-MAI-32)

Based on § 8 para. 5 in conjunction with §§ 19 para. 1 sentence 2 no. 9, 32 para. 3 of the Law on Universities in the State of Baden-Württemberg (Landeshochschulgesetz - LHG) of January 1, 2005 (GBl. p. 1), last amended by Art. 8 of the Law of February 7, 2023 (GBl. p. 26, 43), the Senate of Aalen University - Technology and Economics adopted the following statutes on October 23, 2023.

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§ 1 Preamble - Qualification goals

The Master's degree course in Marketing and Artificial Intelligence is a consecutive attendance course and is designed as a more application-oriented course.

On completion of their studies, graduates are awarded the degree of Master of Arts (M.A.) in Marketing and Artificial Intelligence. This degree is geared towards the modern needs of manufacturing companies and provides them with the core skills for tasks at the first to third management level. Special emphasis is placed on the methods and tools of Generative Artificial Intelligence and their use in marketing (sub)processes. Internationalization and application orientation are at the forefront of the course. Graduates are optimally prepared for their work in sales/purchasing, firstly through the creation of a sound knowledge base and secondly through the language of instruction, English, for which a good knowledge is already a prerequisite for admission.

- Graduates are able to apply in-depth knowledge of marketing and generative artificial intelligence. They can evaluate the core processes in the industry, from ideation to market segmentation, target group definition, product development, content production, webshop creation and marketing communication, and also design them with the help of Generative Artificial Intelligence.

- Graduates are able to present and defend their research results and complex issues precisely in English, both orally and in writing. They have the ability to hold their own in an international context with persuasiveness and negotiating skills.

- Graduates' qualifications are based on the stages of the "Product of Life Cycle". They are able to plan and design the core processes along the value chain. Upon successful completion of the Master's thesis, they will be able to work independently in markets as marketing and sales professionals. They can independently improve and design processes in the areas of marketing and sales and increase their efficiency.

- Graduates are capable of scientific work due to the high-level projects and case studies carried out as part of the Master's degree program and a corresponding Master's thesis. They are able to analyze, scientifically present, draw conclusions and develop new solutions in the field of marketing and sales independently and in a team with the integration of Generative Artificial Intelligence (scientific innovation).

- Graduates are proficient in team building and organizational management in an intercultural environment and are able to act independently and critically, often in cooperation with external, international partners from business and academia.

- Graduates are able to discuss current and historical topics, critically reflect on social processes, develop an understanding of different points of view and help shape social processes with a sense of responsibility and a democratic sense of community. They will be able to use soft skills and interdisciplinary competencies in their later professional life. These skills shape their personal development as well as their future involvement in civil society and their political and cultural role.

- Graduates are qualified to work in the professional fields of sales, purchasing, product management, brand management and management consultancy.

§ 2 Course structure and scope

(1) The degree course is a full-time course with a standard period of study of three semesters. The last

semester is used to complete the Master's thesis. The courses and associated examinations are offered in English.

(2) The course is divided into a compulsory module section, a free elective module section, the Master's thesis and the Studium Generale. The compulsory program consists of 10 modules with 5 CP each. In the first and second semesters, students can choose one module of 5 CP each from the compulsory elective modules of the degree program or, with the approval of the Examination Board, from the Master's program in Business Administration at Aalen University. A list of the compulsory elective modules of the Master's degree programs is provided at the beginning of each semester. If modules from this list are selected, approval does not have to be obtained from the Examination Board. The Master's thesis comprises 29 CP, the Studium Generale 1 CP.

(3) The modules and courses offered in the compulsory elective program are subject to change. There is no entitlement to attend a particular module or course. The degree program may publish guidelines on the choice of compulsory elective modules by resolution of the Examination Board.

(4) The Master's thesis can only be started if at least 45 credit points have been achieved in the previous course of study. The degree programme can publish additional guidelines by resolution of the Examination Board, which regulate the content and formal requirements for the Master's thesis as well as questions of procedural organization.

(5) The right to take examinations for the degree program is lost if the student has not successfully completed the degree program by the end of the sixth semester, unless the student is not responsible for this. The Examination Board will decide on this at the student's request.

(6) The structure of the degree program, the modules, the courses with the number of hours per week per semester and the number of credit points (CP) can be found in the following tables and in the module descriptions of the degree program.

Curriculum at the start of the winter semester

No.	Module/Course	Type	Semester SWS			CP
"Marketing and Artificial Intelligence" - compulsory module part						
			1	2	3	
34001	**Qualitative Research & Market Intelligence**		**4**			**5**
34101	Qualitative Research & Market Intelligence	V, Ü, E	4			5
34002	**Consumer Insights and Behavior**		**4**			**5**
34102	Consumer Insights and Behavior	V, Ü	4			5
34003	**Statistical Modeling and Decision Making with generative AI**		**4**			**5**
34103	Statistical Modeling and Decision Making with generative AI	V, Ü, E	4			5
34004	**Marketing Automation with AI**		**4**			**5**
34104	Marketing Automation with AI	P	4			5
34005	**AI in Conversational Marketing & Commerce**		**4**			**5**
34105	AI in Conversational Marketing & Commerce	V, Ü	4			5
34006	**Sustainable International and Strategic Marketing**			**4**		**5**
34201	Sustainable International and Strategic Marketing	V, Ü		4		5
34007	**Digital Consumer Analysis with AI**			**4**		**5**
34202	Digital Consumer Analysis with AI	V, Ü, E		4		5
34008	**AI in Marketing, Sales and Service**			**4**		**5**
34203	AI in Marketing. Sales and Service	V, Ü		4		5
34009	**AI in International Media Content Creation**			**4**		**5**
34204	AI in International Media Content Creation	V, Ü, E		4		5
34010	**International Brand Management**			**4**		**5**
34205	International Brand Management	V, Ü		4		5
	Number of SWS		20	20		
	Number of CP		25	25		50
	Number of exams		5	5		

No.	Module/Course	Type	Semester SWS 1	2	3	CP
"Marketing and Artificial Intelligence" Compulsory elective module section - offered by the degree program							

No.	Module/Course	Type	1	2	3	CP
34011	**International Persuasion & Negotiation**		**4**			**5**
34106	International Persuasion & Negotiation	V, Ü	4			5
34012	**AI in Leadership and Change Management**			**4**		**5**
34206	AI in Leadership and Change Management	V, Ü		4		5
	Number of SWS		**4**	**4**		
	Number of CP		**5**	**5**		**10**
	Number of exams		**1**	**1**		

No.	Module/Course	Type	Semester SWS 1	2	3	CP
"Marketing and Artificial Intelligence" - Additional compulsory elective module section							

No.	Module/Course	Type	1	2	3	CP
34013	**Compulsory elective module 1**					**5**
34107	Compulsory elective module 1 (Subjects from the compulsory elective area of the degree program or from the Master's program at Aalen University after approval by the PA)	V, Ü, S, P	X			5
34014	**Compulsory elective module 2**					**5**
34207	Compulsory elective module 2 (Subjects from the compulsory elective area of the degree program or from the Master's program at Aalen University after approval by the PA)	V, Ü, S, P		X		5
	Number of SWS					
	Number of CP		**5**	**5**		**10**
	Number of examinations		**1 (WB)**	**1 (WB)**		

No.	Module/ Course	Type	Semester SWS			CP
			1	2	3	
Master's thesis						
9999	**Master thesis**				X	**29**
9999	Written Master's thesis				X	29
9998	Colloquium				X	
34999	**General studies**				X	1
	Total number of SWS		20 + WB*	20 WB +		
	Total number of CP		30	30	30	90
	Total number of examinations		5+1 (WB)	5+1 (WB)	MA + SG	

*WB= Elective area/compulsory elective area, MA=Master's thesis

Curriculum at the start of the summer semester

	"Marketing and Artificial Intelligence" - compulsory module section						
No.	**Module/** Course	**Type**	**Semester** SWS			**CP**	
			1	2	3		
34001	**Qualitative Research & Market Intelligence**			**4**		**5**	
34101	Qualitative Research & Market Intelligence	V, Ü, E		4		5	
34002	**Consumer Insights and Behavior**			**4**		**5**	
34102	Consumer Insights and Behavior	V, Ü		4		5	
34003	**Statistical Modeling and Decision Making with generative AI**			**4**		**5**	
34103	Statistical Modeling and Decision Making with generative AI	V, Ü, E		4		5	
34004	**Marketing Automation with AI**			**4**		**5**	
34104	Marketing Automation with AI	P		4		5	
34005	**AI in Conversational Marketing & Commerce**			**4**		**5**	
34105	AI in Conversational Marketing & Commerce	V, Ü		4		5	
34006	**Sustainable International and Strategic Marketing**		**4**			**5**	
34201	Sustainable International and Strategic Marketing	V, Ü	4			5	
34007	**Digital Consumer Analysis with AI**		**4**			**5**	
34202	Digital Consumer Analysis with AI	V, Ü, E	4			5	
34008	**AI in Marketing, Sales and Service**		**4**			**5**	
34203	AI in Marketing. Sales and Service	V, Ü	4			5	
34009	**AI in International Media Content Creation**		**4**			**5**	
34204	AI in International Media Content Creation	V, Ü, E	4			5	
34010	**International Brand Management**		**4**			**5**	
34205	International Brand Management	V, Ü	4			5	
	Number of SWS		20	20			
	Number of CP		25	25		50	
	Number of exams		5	5			

No.	Module/ Course	Type	Semester SWS			CP
"Marketing and Artificial Intelligence" Compulsory elective area - offered by the degree program						
			1	2	3	
34011	**International Persuasion & Negotiation**			**4**		**5**
34106	International Persuasion & Negotiation	V, Ü		4		5
34012	**AI in Leadership and Change Management**		**4**			**5**
34206	AI in Leadership and Change Management	V, Ü	4			5
	Number of SWS		4	4		
	Number of CP		5	5		10
	Number of exams		1	1		

No.	Module/ Course	Type	Semester SWS			CP
"Marketing and Artificial Intelligence" - Additional elective area						
			1	2	3	
34013	**Elective module 1**					**5**
34107	Elective module 1 (Subjects from the compulsory elective area of the degree program or from the Master's program at Aalen University after approval by the PA)	V, Ü, S, P		X		5
34014	**Elective module 2**					**5**
34207	Elective module 2 (Subjects from the compulsory elective area of the degree program or from the Master's program at Aalen University after approval by the PA)	V, Ü, S, P	X			5
	Number of SWS					
	Number of CP		5	5		10
	Number of tests		1 (WB)	1 (WB)		

No.	Module/ Course	Type	Semester SWS			CP
	Master's thesis					
			1	2	3	
9999	**Master thesis**				X	**29**
9999	Written Master's thesis				X	29
9998	Master's thesis colloquium				X	
34999	**General studies**				X	1
	Total number of SWS		20 + WB*	20 WB +		
	Total number of CP		30	30	30	90
	Total number of examinations		5+1 (WB)	5+1 (WB)	MA + SG	

*WB= Elective area/compulsory elective area, MA=Master's thesis

§ 3 Entry into force

These statutes enter into force on the day after their announcement and apply for the first time for the summer semester 2025.

Aalen, October 31, 2024

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Prof. Dr. Harald Riegel

Rector