

Program Contents

The Master's program in dialog marketing and e-commerce at Offenburg University is a comprehensive reference for your academic career. It offers a unique set of marketing, media and IT modules, covering innovative technologies, applications and research activities. Lectures are offered in German and English language. University of Alabama exchange students can choose from a specific master lecture repertory (see the website of the [International Center](#) for details).

Offenburg University welcomes inquiries and applications from graduates of business administration and media programs who are interested in furthering their marketing education.

Focusing on cutting-edge technology in dialog marketing and e-commerce in study, research and development, you will acquire the knowledge and skills that meet the interdisciplinary demands of companies of all sectors. Team projects with students from other countries, e. g. Denmark, the Netherlands, Spain and the US, provide insights into internationally practiced operation methods.

For your Master's thesis, you work on either a company problem or a third-party funded research topic at Offenburg University.