

The following admission regulations were reviewed
and adopted at the 45st meeting of the Senate on
01.29.2025.

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legally binding!**

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Prorektor für
Studium und Lehre

§ 72
Study and Examination Regulations for the Bachelor's degree
programme in
Bachelor Global Digital Marketing and Sales (GDM)
SPO 01

1. Programme Structure

1.1 Structure and Purpose of the programme

The bachelor's programme consists of three pillars that provide students with optimal training and preparation for practical work. The "General Management" pillar introduces students to business administration and provides them with basic business knowledge. The knowledge acquired in the "General Sales Management" pillar enables graduates to design innovative marketing and sales structures and processes within companies.

The "Digital Marketing" pillar includes course content that addresses industry-specific requirements and internal and external company-specific frameworks, as well as the product-related requirements placed on companies' digital, international marketing and sales units: In the elective courses (EC), students acquire new language skills up to level B1/B2 and can choose from two languages, German (as a foreign language) or Spanish, depending on their previous knowledge. Students who have submitted a German-language degree certificate or other equivalent German-language university entrance qualification for program admission cannot select elective subjects for learning German. Students who have submitted a Spanish-language degree certificate for program admission cannot select elective subjects for learning Spanish. The language requirement is recorded in the system by the department through an ungraded additional coursework assignment before the start of the program. After successfully completing the bachelor's program, graduates have access to a wide range of career opportunities in the marketing, sales, or digitalization sectors of companies thanks to the training focused on key qualifications.

The final degree awarded is a Bachelor of Arts B.A.

1.2 Language of Instruction

All courses are held in English (SPO AT, Section 3, Paragraph 5); electives are taught in the language specified for the course. Further details are provided in the program's module handbook.

1.3 Total Scope

The total number of courses required for successful completion of the program is 128 semester hours per week and 210 ECTS credits. The workload per ECTS credit is 25 hours, or 750 hours per semester. The standard period of study is seven semesters.

2. Structure of the Study

The courses required for successful completion of the programme, along with the associated coursework and examinations, are listed in Tables 1 and 2 (basic studies) and 3 to 7 (advanced studies). The individual courses are assigned to the modules as submodules and are assigned ECTS points.

2.1 Basic Studies

2.1.1 Modules, module exams and courses of the basic studies

The modules of the Bachelor's preparatory examination correspond to the modules of the foundation programme G1 to G10, as well as the elective modules EC A1 and EC A2, or EC B1 and EC B2 (depending on the field of study).

The modules of the foundation programme and the associated submodules (courses), as well as the elective modules EC A1 and EC A2, or EC B1 and EC B2, are listed in Tables 1 to 2 below.

Table1: 1. Semester (Basic Studies)

Sem.						Examination		ECTS
	Nr.	Modul-Nr.	Description	Kind	semester weekly hours	Exam	Duration	
1	600000	G1	General Business Administration		4	PK	120	5
	600001	G1.1.	Introduction to Business Administration	v/Ü	2			3)
	600002	G1.2.	Digital Business Management	v/Ü	2			2)
	600010	G2	Applied Mathematics		4	LK	120	5
	600011	G2.1.	Applied Mathematics	v/Ü	4			5)
	600020	G3	Introduction to IFRS		4	LK	120	5
	600021	G3.1	Introduction to IFRS	v/Ü	4			5)
	600030	G4	Economics		4	PK	120	5
	600031	G4.1.	Microeconomics	v/Ü	2			2)
	600032	G4.2.	Macroeconomics	v/Ü	2			3)
	600040	G5	International Law		4	LK	120	5
	600041	G5.1.	International Law	v/Ü	4			5)
	600050	EC A 1	German 1 Beginner		4	LK	120	5
	600051	EC A 1.1	German 1 Beginner	V/Ü	4			5)
	600060	EC B 1	Spanish 1 Beginner		4	LK	120	5
	600061	EC B 1.1	Spanish 1 Beginner	V/Ü	2			5)
	sum			-	24	6 (PK / LK)		30

Table 2: 2. Semester (Basic Studies)

2	600070	G6	Internal Accounting	v/Ü	4	LK	120	5
	600071	G6.1.	Internal Accounting	v/Ü	4			5)
	600080	G7	Statistics	v/Ü	4	LK	120	5
	600081	G7.1.	Statistics	v/Ü	4			5)
	600090	G8	Management decisions in operational performance processes I	v/Ü	4	PK	120	5
	600091	G8.1	Marketing	v/Ü	2			3)
	600092	G8.2	Human Resource Management	v/Ü	2			2)
	600100	G9	Management decisions in operational performance processes II	s/Ü	4	PA	30	5
	600101	G9.1	Design Thinking	s/Ü	2			2)
	600102	G9.2	Digital Product Management	s/Ü	2			3)
	600110	G10	Scientific work	s/Ü	2	LKBR	30	5
	600111	G10.1	Scientific work	s/Ü	2			5)
	600120	EC A 2	German 2 Beginner	V/Ü	4	LK	120	5
	600121	EC A 2.1	German 2 Beginner	V/Ü	4			5)
	600130	EC B 2	Spanish 2 Beginner	V/Ü	4	LK	120	5
	600131	EC B 2.1	Spanish Beginner 2	V/Ü	4			5)
	sum			-	22	6 (LK / PK / PA / LKBR)		30

2.1.2. Compensable modules in the basic study courses

The examination results of individual modules of the basic course cannot be offset against those of other modules of the basic course: To successfully complete the basic course, each individual decisions module must be successfully completed.

2.1.3. Bachelor preliminary exam

The Bachelor's preliminary examination certificate contains the module grades for all modules G1 to G10 listed in Tables 1 and 2, as well as for the modules EC A1 and EC A2 or EC B1 and EC B2 in the selected or specified versions. The overall grade of the Bachelor's preliminary examination is calculated from the weighted

arithmetic mean of the module grades.

2.2 Main Studies

2.2.1 Modules, module exams, and courses of the main studies

The modules and courses of the main study program are listed in Tables 3 to 7 below.

A distinction must be made between compulsory modules and elective modules:

- Completion of the compulsory modules is mandatory for all students of the programme.
- For the elective mandatory modules EC A3 to EC A6 or EC B3 to EC B6, the alternatives “German as a foreign language” and “Spanish as a foreign language” are already determined in the basic course.

The weighting of the module grades (superordinate) and the Bachelor's thesis for determining the overall grade of the Bachelor's certificate can also be found in Tables 3 to 7.

Table 3: 3. Semester

						examination		ECTS
	EDV Nr.	Modul-Nr.	description	kind	semester weekly hours	exam	duration	
3	600140	DM1	Digital Marketing I	V/Ü	4	PK	120	5
	600141	DM1.1	Digital Brandmanagement	V/Ü	2			3)
	600142	DM 1.2	Introduction to Online Marketing	V/Ü	2			2)
	600150	DM2	Entrepreneurship	S/Ü	4	LA	30	5
	600151	DM2.1	Entrepreneurship	S/Ü	4			5)
	600160	DM3	Innovation Management	S/Ü	4	LA	30	5
	600161	DM3.1	Innovation Management (Project)	S/Ü	4			5)
	600170	GS1	International Logistics	V/Ü	4	LK	120	5
	600171	GS1.1	International Logistics	V/Ü	4			5)
	600180	GS2	Intercultural Competence and ethics	S/Ü	4	LR	30	5
	600181	GS2.1	Intercultural Competence and ethics	S/Ü	4			5)
	600190	EC A 3	German 3 Intermediate	V/Ü	4	LK	120	5
	600191	EC A 3.1	German 3 Intermediate	V/Ü	4			5)
	600200	EC B 3	Spanish 3 Intermediate	V/Ü	4	LK	120	5
	600201	EC B 3.1	Spanish 3 Intermediate	V/Ü	4			5)
	sum			-	24	6 (PK / LA / LK / LR)		30

Table4: 4. Semester

4	600210	DM4	Digital Marketing II	V/Ü	4	PK	120	5
	600211	DM4.1	Social Media Marketing	V/Ü	2			3)
	600212	DM4.2	Search Engine Marketing and Optimization	V/Ü	2			2)
	600220	DM5	Website Optimization	S/Ü	4	PA	30	5
	600221	DM5.1	Behavioural Economics	S/Ü	2			2)
	600222	DM5.2	Usability Engineering (App- and Website Testing)	S/Ü	2			3)
	600230	GS3	Global Market research & Big Data	S/Ü	4	LA	30	5
	600231	GS3.1	Global Market research & Big Data	S/Ü	4			5)
	600240	GS4	Customer Management	V/Ü	4	LK	120	5
	600241	GS4.1	Customer Management	V/Ü	4			5)
	600250	GS5	Marketing and Sales law	V/Ü	4	LK	120	5
	600251	GS5.1	Marketing and Sales law	V/Ü	4			5)
	600260	EC A 4	German 4 Intermediate	V/Ü	4	LK	120	5
	600261	EC A 4.1	German 4 Intermediate	V/Ü	4			5)
	600270	EC B 4	Spanish 4 Intermediate	V/Ü	4	LK	120	5
	600271	EC B 4.1	Spanish 4 Intermediate	V/Ü	4			5)
	sum			-	24	6 (PK/ PA / LR / LK)		30

Table 5: 5. Semester

5	600280	P	Internship semester					30
	600281	IC	Internship colloquium			SR		30
	sum					1 SR		30

Table 6: 6. Semester

6	600290	DM6	Digital Leadership & Management	V/Ü	4	PK	120	5
	600291	DM6.1	Strategic Corporate Management	V/Ü	2			2)
	600292	DM6.2	Digital Leadership & Future Skills	V/Ü	2			3)
	600300	DM7	Website Coding and Tracking	S/Ü	4	LA	30	5
	600301	DM7.1	Website Coding and Tracking	S/Ü	4			5)
	600310	DM.8	Business Simulation	S/Ü	4	LA	30	5
	600311	DM8.1	Business Simulation	S/Ü	4			5)
	600320	DM9	Digital Marketing Case Study	S/Ü	4	LA	30	5
	600321	DM9.1	Digital Marketing Case Study	S/Ü	4			5)
	600330	GS6	Sales Controlling	V/Ü	4	LK	120	5
	600331	GS6.1	Sales Controlling	V/Ü	4			5)
	600340	EC A 5	German 5 Advanced	V/Ü	4	LK	120	5
	600341	EC A 5.1	German 5 Advanced	V/Ü	4			5)
	600350	EC B 5	Spanish 5 Advanced	V/Ü	4	LK	120	5
	600351	EC B 5.1	Spanish 5 Advanced	V/Ü	4			5)
	sum			-	24	6 (PK/ LA/ LK)		30

Table 7: 7. Semester

7	600360	DM10	Digital Marketing III	S/Ü	4	LK	120	6
	600361	DM10.1	Corporate Websites & Mobile Apps	S/Ü	4			6)
	600370	DM11	Business Transformation	V/Ü	4	PA	30	6
	600371	DM11.1	Agile working structures and management	V/Ü	2			3)
	600372	DM11.2	Digital Transformation	S/Ü	2			3)
	600380	EC A 6	German 6 Advanced	V/Ü	4	LK	120	6
	600381	EC A 6.1	German 6 Advanced	V/Ü	4			6)
	600390	EC B 6	Spanish 6 Advanced	V/Ü	4	LK	120	6
	600391	EC B 6.1	Spanish 6 Advanced	V/Ü	4			6)
	600400	BT	Bachelor Thesis and colloquium			PB		12
	sum			-	12	4 (LK / PA/ PB)		30

2.2.2 Compensable modules in the main studies

The examination results of individual modules of the main study cannot be offset against those of other modules of the main study: To successfully complete the main study, each compulsory module (S1 to S11, DM1 to DM11, GS1 to GS 6 and

either EC A 1 to EC A 6 or EC B 1 to EC B 6) must be successfully completed and a total of 180 ECTS must be achieved.

2.2.3 Practical study semester

During the practical semester, students are encouraged to apply their previously acquired knowledge. They are also expected to gain practical experience in the field of e-business and/or for their bachelor's thesis. The objective of the practical semester is to perform qualified work in a company in one or more selected business sectors. Participation in special projects and in an international context is encouraged.

2.2.4 Admission requirements

Admission requirements for the modules, the practical semester, and the bachelor's thesis are listed in Table 10. All other prerequisite examinations for the main study program must be completed by the time the bachelor's certificate is issued.

Table 10: Module exams in the main studies

Module			Admission Requirements		
EDV-No.	Module-No.	Designation	EDV-No.	Module-No.	Designation
	P	Practical Study Semester			Completed basic studies
	BT	Bachelor Thesis		P	Practical Study Semester

2.2.5 Bachelor's certificate

The modules of the main study programme and the corresponding courses of the main study program are listed in Tables 3 to 7 (Section 2.2.1).

The weighting of the respective examinations for determining the module grade is determined by the number of ECTS credits allocated to the respective course.

The Bachelor's degree certificate contains the module grades for all modules listed in Tables 3 to 7 and the Bachelor's thesis.

The overall grade for the Bachelor's examination is calculated from the weighted arithmetic mean of the module grades and the Bachelor's thesis grade, with the weightings for the individual grades specified in Tables 3 to 7 (right column).

The ECTS sum of the credited examination results for elective courses must be exactly 31 ECTS points.

3. Commencement

These study and examination regulations for the Global Digital Marketing and Sales degree programme come into force on September 1, 2025.

Heilbronn, 29. January 2025

Signed:

Prof. Dr.-Ing. Oliver Lenzen
- Rektor -

The statutes are hereby publishes in accordance with Heilbronn University's announcement statutes dated 28. June 2017.

Heilbronn, 29. January 2025

For the Prorektorat Studium und Lehre

Signed:

Prof. Dr. Ulrich Brecht