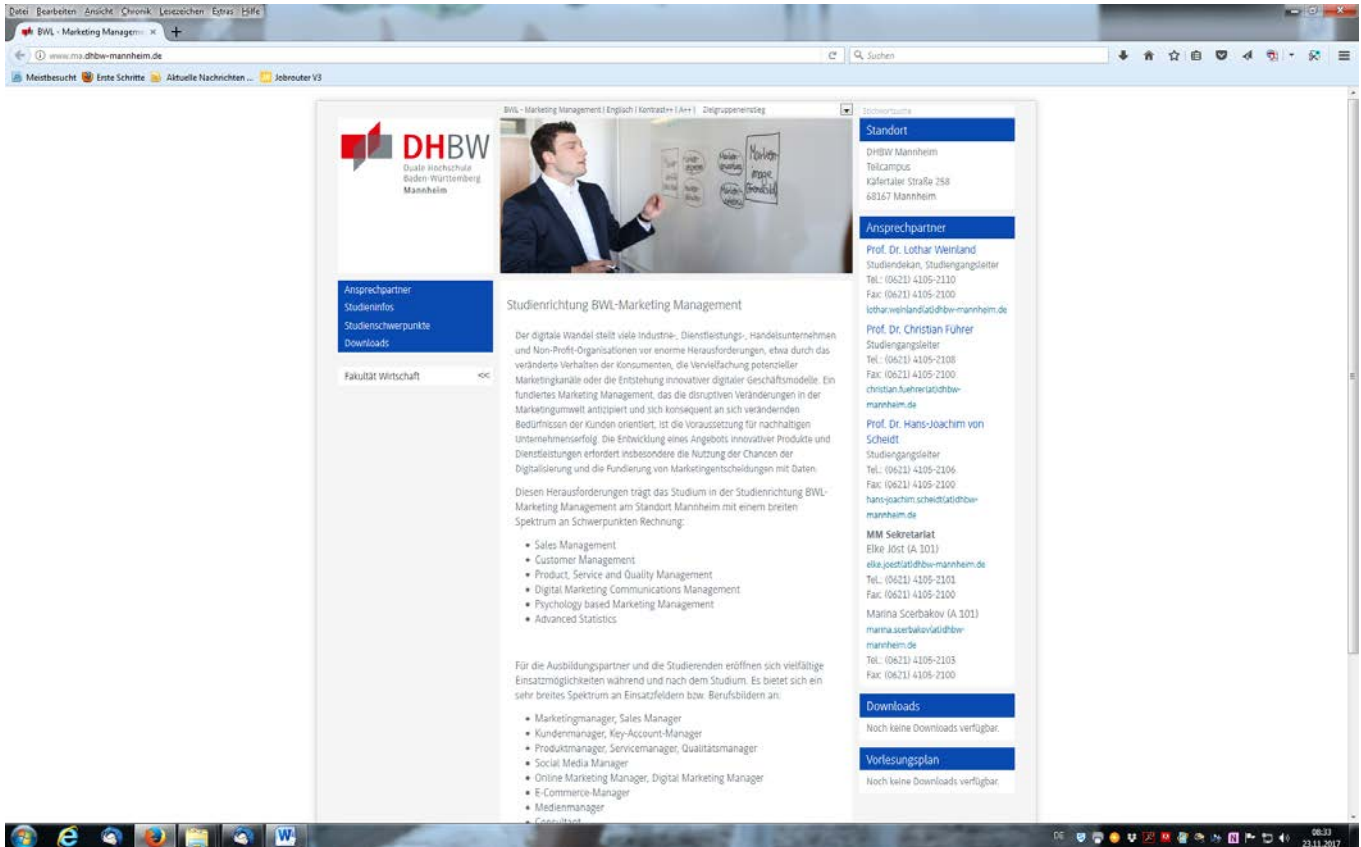


Link zur neuen **Studienrichtung Marketing Management**

<http://www.ma.dhbw-mannheim.de>



The screenshot shows a web browser displaying the website for the Marketing Management program at DHBW Mannheim. The page layout includes a header with the DHBW logo and navigation tabs for 'Anspruchspartner', 'Studieninfos', 'Studienschwerpunkte', and 'Downloads'. The main content area features a video of a man presenting at a whiteboard, followed by the program title 'Studienrichtung BWL-Marketing Management' and a detailed description of the program's focus on digital marketing and customer-oriented business models. A list of key areas of study is provided, including Sales Management, Customer Management, and Product, Service and Quality Management. The page also lists contact information for the program's staff, including the Dean, a study advisor, and the secretary, along with their respective phone and fax numbers. A 'Downloads' section indicates that no downloads are currently available.