

Minor Marketing



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Auf gut Glück!



Prof. Dr.
Manfred Krafft



Prof. Dr.
Thorsten Wiesel



Prof. Dr.
Thorsten Hennig-Thurau



Prof. (em.) Dr. Dr. h. c. mult.
Heribert Meffert



Prof. Dr. Dr. h. c.
Klaus Backhaus

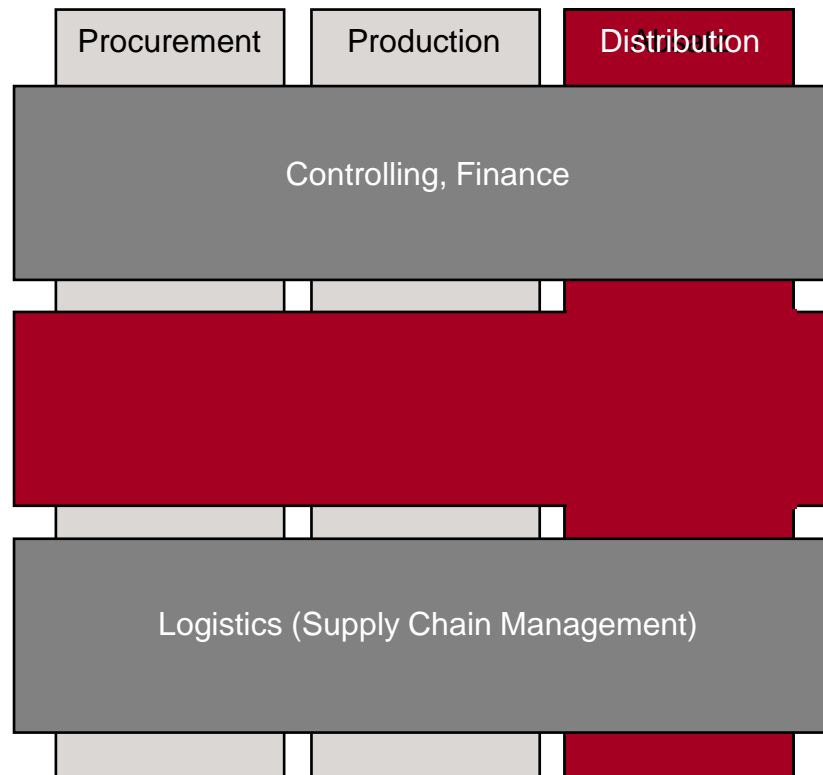


Prof. (em.) Dr.
Dieter Ahlert

What is Marketing?

Marketing means (...) "the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging offerings that have value** for customers, clients, partners, and society at large."

(American Marketing Association, www.ama.org, retrieved on April 6, 2016)



Marketing Minor Structure

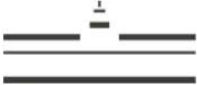
	Track	Winter Term	Summer Term
Method Tracks	Information Management	<ul style="list-style-type: none"> Managing the Information Age Organization IM Tasks and Techniques 	<ul style="list-style-type: none"> IM Theories
	Process Management	Information Modeling	<ul style="list-style-type: none"> Workflow Management Enterprise Architecture Management
	Business Networks	Interorganizational Systems	<ul style="list-style-type: none"> Information Security Network Economics
	Business Intelligence	<ul style="list-style-type: none"> MIS and Data Warehousing Data Analytics 1 	<ul style="list-style-type: none"> Data Analytics 2
	Information Systems Development	<ul style="list-style-type: none"> Logic Specification and Logic Programming Data Integration 	<ul style="list-style-type: none"> Advanced Concepts in Software Engineering
Domain Track	Logistics, Production and Retail	<ul style="list-style-type: none"> Supply Chain Management and Logistics Production Planning and Control 	<ul style="list-style-type: none"> Retail
	Marketing	<ul style="list-style-type: none"> Electives 	<ul style="list-style-type: none"> Marketing Strategy Electives
Electives: 7 Modules (at least 3 in Winter Term)			
Project Seminar			
Master's Thesis:			
<ul style="list-style-type: none"> Thesis and Defense Research Methods 			
Both in Winter and Summer Term			

- Minor Marketing = 18 ECTS
- Electives: Choose any 3 Electives (3x6 ECTS) or Marketing Strategy (12 ECTS) and 1 additional course (6 ECTS)
- Each semester is divided into two terms


	Track	Winter Semester	Summer Semester
Domain Track	Marketing	<ul style="list-style-type: none"> Advanced Market Research Innovation Management CRM and Direct Marketing Sales Management Consumer Behavior Media Markets Entertainment Media Marketing Industrial Marketing 	[Marketing Strategy 12 ECTS]
			<ul style="list-style-type: none"> Brand Management Channel Management

Marketing Center Muenster (MCM)


<http://www.marketingcenter.de/mcm/en>



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Marketing Center Muenster
Am Stadtgraben 13-15
48143 Münster


MCM-News zum Download













NEWSLETTER
jetzt anmelden!

Welcome to the Marketing Center Muenster







The MCM is a center of applied research and teaching which focuses on problems of market-oriented management and fosters connections between theoretical studies and practical experience. While all participating institutes remain independent, the center serves to intensify their cooperation in research, teaching, and further education and to strengthen their joint public appearance. At the MCM, students take top priority: We are committed to theoretically founded, practice-oriented teaching and support our students with a range of services.

MARKETING CENTER

-  Institute of Marketing (Prof. Krafft)
-  Department of Marketing & Media Research (Prof. Hennig-Thurau)
-  Institute for value-based marketing (Prof. Wiesel)
-  Junior professorship Götz
-  Junior professorship Steiner
-  Institute of Business-to-Business Marketing (Prof. Backhaus (em.))
-  Institute for Trade Management and Network Marketing (Prof. Ahlert (em.))
-  Institut of Marketing (Prof. Meffert (em.))

TOP-LINKS

-  Sales Conference 2013
-  Heribert Meffert Library
-  MCM Career Center
-  Marketing Alumni

