

Marketing Track





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

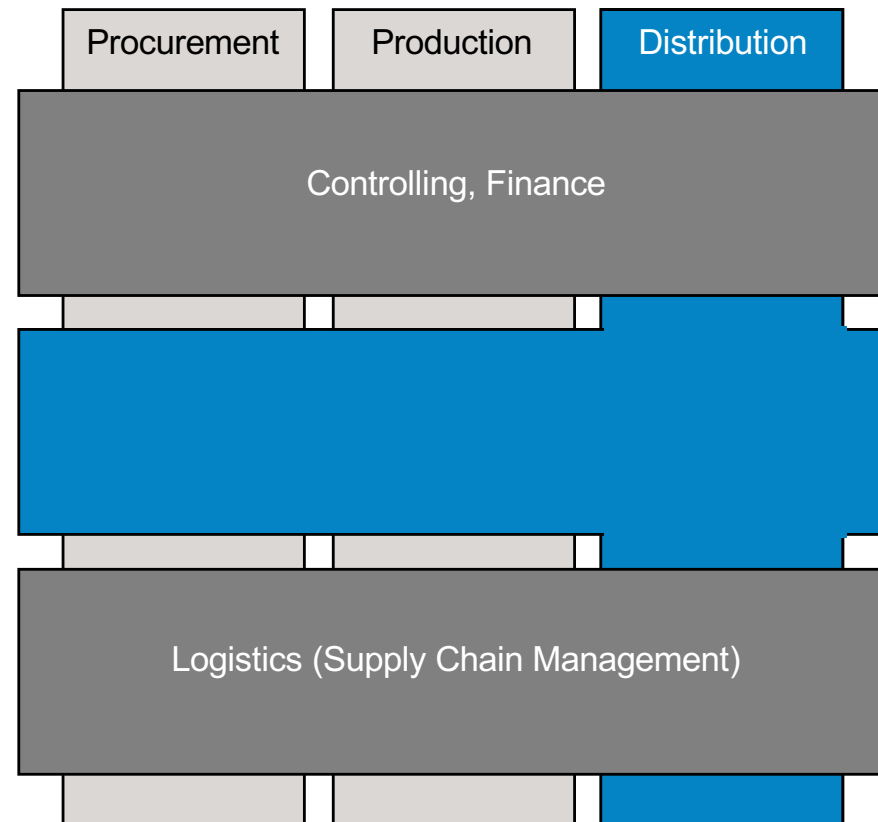


Prof. (em.) Dr.
Dieter Ahlert

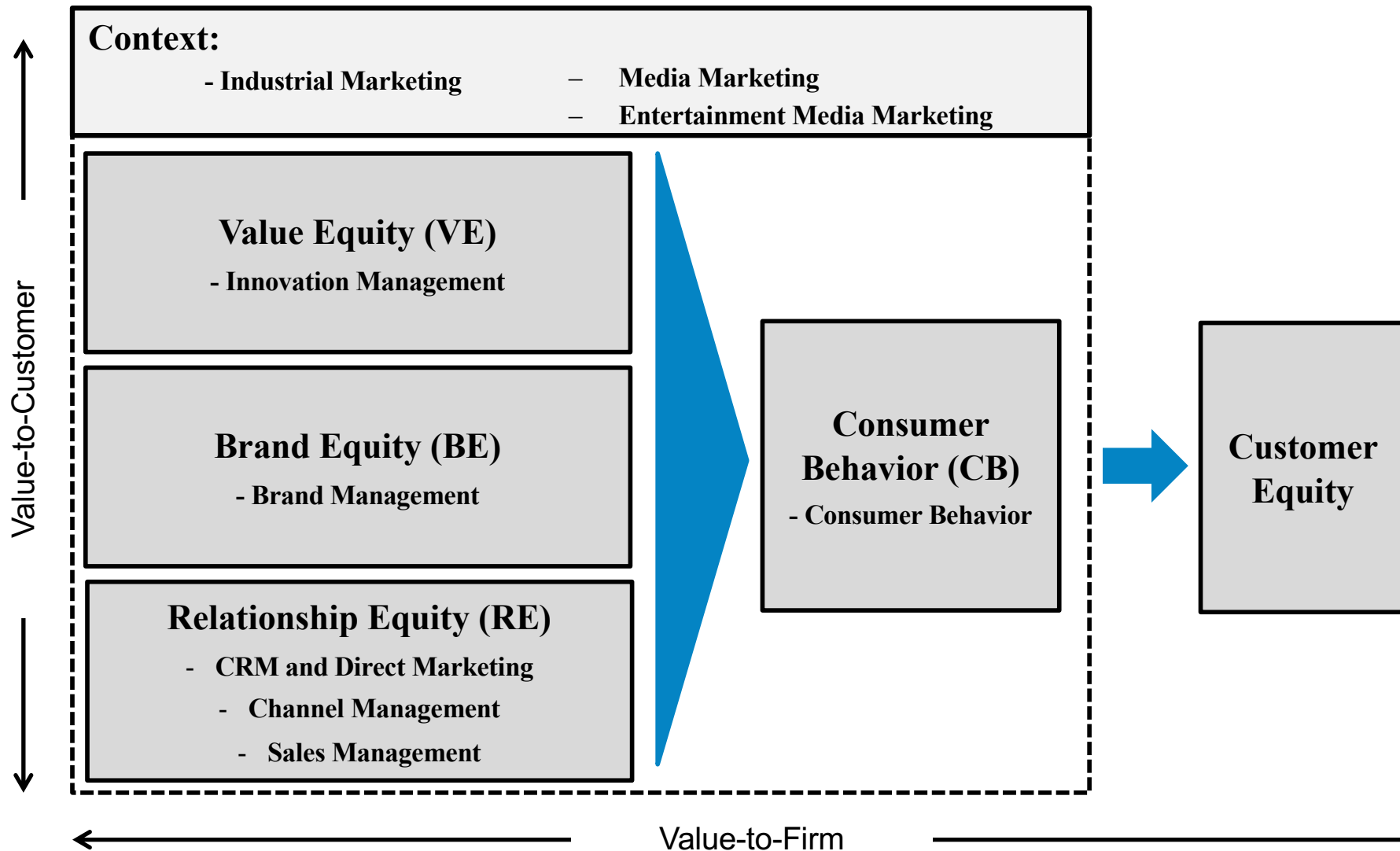
What is Marketing? @Münster

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)



The Marketing Framework



- Domain Track Marketing: Choose any 3 Electives

		ECTS	WS 2016-17		SS 2017		WS 2017-18		SS 2018	
			Term		Term		Term		Term	
			1	2	1	2	1	2	1	2
Wahlfächer	Brand Management ⁽¹⁾	6			X	(X)			X	(X)
	Channel Management	6			X				X	
	Consumer Behavior (Block Veranstaltung)	6	X				X			
	Customer Relationship Management and Direct Marketing (CRM & DiMa)	6		X				X		
	Entertainment Media Marketing	6						X		
	Industrial Marketing	6			X				X	
	Innovation Management	6		X				X		
	Media Marketing	6	X				X			
	Sales Management	6		X				X		

Anmerkungen:

- (1) (X): Kurse erstrecken sich in der Regel über den 1. und 2. Term des jeweiligen Semesters.

[illegible]