

# Münster School of Business MSB

University of Applied Sciences  
MSB  
Corrensstraße 25  
48149 Münster

Administration Master programmes  
Cornelia Stypinski  
Tel. +49 (0)251.83 65-436

[www.fh-muenster.de/wirtschaft](http://www.fh-muenster.de/wirtschaft)

[mims-msb@fh-muenster.de](mailto:mims-msb@fh-muenster.de)

## Things to know

The access to the International Marketing and Sales master program is limited by a numerus clausus.

Study places are allocated on the basis of an interview grade (49%) and on the Bachelor degree grade (51%).  
The 70 applicants with the best Bachelor degree grade will be invited to a personal selection interview.

## Study decision and support

FH Münster  
Student Counselling and Information Centre (ZSB)  
Johann-Krane-Weg 25, Room 308  
48149 Münster  
[studienberatung@fh-muenster.de](mailto:studienberatung@fh-muenster.de)

## Application and registration

FH Münster  
Service Office for students  
Johann-Krane-Weg 25, Räume 201-208  
48149 Münster  
[serviceoffice@fh-muenster.de](mailto:serviceoffice@fh-muenster.de)

[www.fh-muenster.de/serviceoffice](http://www.fh-muenster.de/serviceoffice)



FH MÜNSTER  
University of Applied Sciences

# International Marketing and Sales Master



# Overview on study content (please refer to module descriptions for details)

## Winter term 1<sup>st</sup> or 2<sup>nd</sup> Semester

**Academic writing and business ethics** **6 ECTS**  
only 1<sup>st</sup> Sem.  
the module imparts on a B2/ C1 level scientific, ethical & technical language knowledge and linguistic strategies, which are used to accomplish tasks in the areas of marketing & sales, international trade, automation and AI, CSR & sustainable business

**International marketing** **6 ECTS**  
**International Marketing:** study all aspects of International Marketing while making best use of scientific literature  
**International Business:** face and solve a real problem of a business partner in a self-managed project

**Marketingkonzeption & data mining** **6 ECTS**  
**Marketing conception:** learn about digital business & multiple forecasting models + other empirical research  
**Data mining:** work on data-mining case studies (classification, regression, cluster) applying software-tools

**Quantitativ mgmt. methods & global value chain mgmt.** **6 ECTS**  
**QMM:** learn about digital business & multiple forecasting models + other empirical research,  
**VCM:** plan international transport networks & evaluate their effectiveness + efficiency in terms of cost, time, quality and emissions

**Marketing specialization & key competences** **6 ECTS** or **12 ECTS\***  
Electives: Financial evaluation & risk mgmt., Psychology in consumer behavior, B2B & Service marketing, Innovation marketing & entrepreneurship, Negotiations, Retail big data analysis project, Digital marketing project

## Summer term 1<sup>st</sup> or 2<sup>nd</sup> Semester

**Academic writing and business ethics** **6 ECTS**  
only 1<sup>st</sup> Sem.  
the module imparts on a B2/ C1 level scientific, ethical & technical language knowledge and linguistic strategies, which are used to accomplish tasks in the areas of marketing & sales, international trade, automation and AI, CSR & sustainable business

**Intercultural management** **6 ECTS**  
use a variety of theories, models, case studies, video group discussions, role plays and structured conversations to explore your own cultural influences and to learn how to work productively with cultural influences of others

**Customer relationship mgmt. & online marketing** **6 ECTS**  
**CRM:** learn about CRM strategy & implementation + get to know analytical & operational CRM capabilities  
**Online-Marketing:** learn how online tools are usefully integrated into the marketing strategy, how to develop projects & to implement them into practice

**International sales** **6 ECTS**  
The module imparts insights on international channel management and more specifically on int. retail management and int. B2B sales management; you will run workshops, participate in case studies and acquire knowledge on int. markets and their distribution & sales structure

**International commerce & leadership** **6 ECTS** or **12 ECTS\***  
Electives: Leadership training, E-Commerce, Marketing project, Sustainable business, International economic relations, Innovation management, summer school

## 3. Semester

**Semester abroad** **30 ECTS**  
You study one semester at a partner university. Continue your personal & academic development, learning about the mgmt. of businesses and institutions abroad. Chose Modules with 30 ECTS workload from the foreign university's Master program

**International project** **30 ECTS**  
In case you have completed a full semester abroad in your bachelor studies, you can decide to work in an international project in a company to develop practical int. business insights. Your academic achievements are evaluated based on a scientific report & presentation

## 4. Semester

**Research seminar** **6 ECTS**  
Train to work scientifically, review literature, create an outline of a scientific paper and acquire insights on general science theory, learn details on different research strategies and methods and how to evaluate the quality of academic research

**Master thesis** **21 ECTS**  
Develop a theoretical or practical research topic in a rigorous scientific way and benefit from your free choice of topic and supervisor  
**Colloquium** **3 ECTS**  
Defend your master thesis in an oral exam

International Marketing and Sales – IMS (M.A.)  
**INTERNATIONAL COOPERATIONS**

**FH MÜNSTER**  
University of Applied Sciences

**MSB** FB Wirtschaft  
Münster School of Business

\*choose electives:  
6 ECTS in 1<sup>st</sup> semester /12 ECTS in 2<sup>nd</sup> semester