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

Winter term 1st or 2nd Semester

Academic writing and business ethics — 6 ECTS only 1st 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 Internationael 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 1st or 2nd Semester

Academic writing and business ethics — 6 ECTS only 1st 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 relationsship 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 knowlegde on int. markets and their distribution & sales stucture

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 ongeneral 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 1st semester /12 ECTS in 2nd semester