



Chair of  
Marketing  
Management



# Shape the **future** – become a **RESEARCH ASSISTANT (PH.D.)**

## WHO WE ARE

- The **Chair of Marketing Management** directed by **Prof. Dr. Manfred Krafft**
- Part of the Marketing Center at the **University of Münster**
- First marketing chair in Germany - since 1969
- Experts in research and teaching (Customer Management, Sales, Channels & Retailing)
- Located in Münster, home of more than 60,000 students, countless bikes and a vibrant culture

## WHAT WE OFFER

- **Interdisciplinary** projects
- **International** network (projects, conferences)
- Close **relationship** to business partners
- **High class** working atmosphere
- **Freedom** to follow **own research** interests
- Dynamic and supportive **team**
- Chance to do your PhD within **3 years**
- **3/4 position**
- **Better salary** than you expect (group 13 TV-L)

## WHAT YOU OFFER

- Passion to shape the **future of marketing**
- **Curiosity** to explore new research fields
- Enjoy teaching and **conveying knowledge**
- Communication skills in **English**
- **Team spirit**
- Critical and **analytical** mindset
- (Upcoming) **Masters degree**

## HOW TO APPLY

Are you interested? **Let's get in touch!** Please send your **full application** (incl. relevant certificates, references, earliest starting date) to **Michael Zylla** ([m.zylla@uni-muenster.de](mailto:m.zylla@uni-muenster.de)). In case of any further questions, just give us a call (+49 251 83-25020).

The University of Münster is an equal opportunity employer and is committed to increasing the proportion of women academics. Consequently, we actively encourage applications by women. Female candidates with equivalent qualifications and academic achievements will be preferentially considered within the framework of the legal possibilities. We also welcome applications from candidates with severe disabilities. Disabled candidates with equivalent qualifications will be preferentially considered.

Applications from studies in **business administration** as well as **neighbouring disciplines** e.g., psychology, communication studies, industrial engineering or mathematics are very welcome. You can apply already several months before your graduation. The possibility of a doctorate is given, but may be subject to conditions (e.g., the successful completion of certain business subjects). **Travel expenses** will not be refunded.

Postal address: Westfälische Wilhelms- Universität Münster, Institut für Marketing, Am Stadtgraben 13-15, 48143 Münster