

Master Major Marketing – Overview of “Electives”

The table will be updated if any additional subjects are accepted as free-choice electives.*

If the subject you want to attend is not on this list, please contact Phil Wienecke (email: p.wienecke@uni-muenster.de)
Please note that you will not see your subject in FlexNow right away as it is only updated when the registration period is over.

Recognized Subjects according to Minor

Management

- All subjects related to this Minor
- Market and Resource-Based View of Strategy
 - Technology and Innovation Strategy
 - Corporate Entrepreneurship
 - Entrepreneurship Theory and Practice
 - Customer-Centric Innovation
 - Applied Business Simulation Mentoring
 - Business Modelling & Process

Accounting

- All subjects related to this Minor
- Versicherungsmanagement

Finance

- All subjects related to this Minor
- Corporate Finance

Entrepreneurship

- All subjects related to this Minor

Information Systems

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| <ul style="list-style-type: none"> ▪ Supply Chain Management and Logistics ▪ Data Analytics I ▪ Data Analytics II ▪ Retail ▪ IM Tasks and Techniques ▪ Responsible Leadership in the Digital Age | <ul style="list-style-type: none"> ▪ Enterprise Architecture Management ▪ Production Planning and Control ▪ IM Theories ▪ Managing the Information Age Organization (IM1) ▪ Inter-Organization Systems |
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Economics (Volkswirtschaftslehre) (if courses are offered in both German AND English, you have to choose English)

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| <ul style="list-style-type: none"> ▪ Wirtschaftspolitik (Economic Policy) ▪ Business Cooperation: Mergers & Acquisitions ▪ Empirical Methods ▪ Fortgeschrittene Verkehrsökonomik ▪ Microeconomics ▪ Macroeconomics | <ul style="list-style-type: none"> ▪ Aktuelle M&A-Fälle / Business Cooperations ▪ Introduction to R ▪ Foundations of Economic Ethics |
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Business Research

- Please contact [Phil Wienecke](mailto:p.wienecke@uni-muenster.de)