

MASTER

WS 08/09				
Term 1 (13 Oct - 28 Nov 08)	Term 2 (1 Dec - 6 Feb 09)	classification	responsible	note
Advanced Market Research		P	Götz/Steiner	
	Advanced Industrial Marketing	WP	Backhaus	
Consumer Marketing		WP	Götz/Hoyer	
	Retailing, Distribution & Networkmanagement	WP	Ahlert	

SS 09				
Term 1 (14 Apr - 29 May 09)	Term 2 (8 Jun - 24 Jul 09)	classification	responsible	note
Marketing Seminar (o)		WP	Krafft	
Marktstrat		P	Götz	only for Minor Marketing
	Marketing Seminar: Kitzbühel (g)	WP	Backhaus	
	Integrated Communication and Brand Management	P	Steiner	

WS 09/10				
Term 1 (dates will be announced)	Term 2 (dates will be announced)	classification	responsible	note
Sales Management		W	Krafft/Frenzen	
Direct Marketing		W	Krafft/Peters	
Advanced Market Research		P	Götz/Steiner	
Marketing Seminar (o)		WP	Backhaus	
Services Marketing		W	Backhaus (Areni)	
	Advanced Industrial Marketing	WP	Backhaus	
	International Marketing	W	Backhaus (Krug o. Bilgin)	
	International Sales Financing	W	Backhaus	
	Marketing Engineering	W	Krafft	
	Marketing Seminar (g)	WP	Krafft	
Consumer Marketing		WP	Götz/Hoyer	
	Retailing, Distribution & Networkmanagement	WP	Ahlert	

(g) = closed seminar

(o) = open seminar

P = required subject

WP = compulsory optional subject

W = elective

Institut für Anlagen und Systemtechnologien (LS Prof. Backhaus)

Institut für Marketing (LS Prof. Krafft)

Institut für Handelsmanagement und Netzwerkmarketing (LS Prof. Ahlert)