## Module title
Regional marketing and -management

## Abbreviation
04-Geo-RegMM-152-m01

## Module coordinator
holder of the Professorship of Geography and Regional Science

## Module offered by
Institute of Geography and Geology

## ECTS
5

## Method of grading
numerical grade

## Only after succ. compl. of module(s)
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## Duration
1 semester

## Module level
graduate

## Other prerequisites
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## Contents
The course deals with conceptional approaches and tools of regional marketing and regional management as well as presentation and discussion of regional case studies.

## Intended learning outcomes
Students achieve consolidated skills in dealing with tools of geographical planning and development and are able to assess the concept and use of tools.

## Courses
(type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: German and/or English

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

presentation (approx. 45 minutes) and term paper (approx. 20 pages)
Assessment offered: Once a year, winter semester
Language of assessment: German and/or English

## Allocation of places
20 places. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information
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## Referred to in LPO I
( examination regulations for teaching-degree programmes)

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## Module appears in
Master's degree (1 major) Applied Human Geography (2015)
Master's degree (1 major) Applied Human Geography (2017)