

Module title		Abbreviation
Regional marketing and -management		04-Geo-RegMM-152-m01
Module coordinator		Module offered by
holder of the Professorship of Geography and Regional Science		Institute of Geography and Geology
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
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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Workload		
150 h		
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)		