**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

<table>
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<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
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<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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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)