

<b>Module title</b>		<b>Abbreviation</b>
Seminar: Marketing and Strategic Communication		o6-MK-SC-EX-182-mo1
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) with written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
5 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		