

<b>Module title</b>		<b>Abbreviation</b>
International Marketing		12-INMA-192-m01
<b>Module coordinator</b>		<b>Module offered by</b>
--		Faculty of Business Management and Economics
<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	--	--
<b>Contents</b>		
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<b>Intended learning outcomes</b>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (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) Term paper (15 to 20 pages) or c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or d) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
Bachelor' degree (1 major) Business Management and Economics (2015) Bachelor' degree (1 major) Business Information Systems (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Bachelor' degree (1 major) Business Information Systems (2016) Bachelor' degree (1 major) Business Information Systems (2019) Bachelor' degree (1 major) Business Management and Economics (2019) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019) Bachelor' degree (1 major) Business Information Systems (2020)		