

Module title		Abbreviation
International Marketing Strategy		12-M-IMS-211-m01
Module coordinator		Module offered by
--		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
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Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
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Allocation of places		
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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) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019)		