

<b>Module title</b>		<b>Abbreviation</b>
Advanced Seminar: Marketing Strategy		12-M-MSS-161-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Junior Professorship of Digital Marketing and E-Commerce		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.</p> <p>Reading: will vary according to topic</p>		
<b>Intended learning outcomes</b>		
<p>After completing the course "Marketing Strategie", students will be able to</p> <ol style="list-style-type: none"> <li>1. understand the fundamentals of scientific literature reviews;</li> <li>2. integrate elaborated content in a scientific thesis;</li> <li>3. create presentations independently.</li> </ol>		
<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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 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>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
<p>Master's degree (1 major) Economathematics (2016)  Master's degree (1 major) Business Management (2015)  Master's degree (1 major) China Business and Economics (2016)  Master's degree (1 major) International Economic Policy (2015)  Master's degree (1 major) China Language and Economy (2016)  Master's degree (1 major) Management (2018)</p>		

Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Economathematics (2021)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Economathematics (2022)  
exchange program Business Management and Economics (2022)