

Module title		Abbreviation
Selected Topics in Marketing		12-M-STIM-252-m01
Module coordinator		Module offered by
--		Faculty of 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)		
V (2) + Ü (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)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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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) Economathematics (2025)		