

<b>Module title</b>		<b>Abbreviation</b>
Selected Topics in Marketing & Innovation 1		12-MAIN1-242-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	undergraduate	--
<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) Module taught in: German and/or English		
<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 (60 to 120 minutes) or b) term paper (approx. 20 pages) or c) term paper (10 to 15 pages) and presentation (approx. 20 minutes), (weighted 2:1) or d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or e) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</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>		
keinem Studiengang zugeordnet		