### Contents

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.

**Reading:**
will vary according to topic

### Intended learning outcomes

After completing the course "Marketing Strategie", students will be able to

i. understand the fundamentals of scientific literature reviews;
ii. integrate elaborated content in a scientific thesis;
iii. create presentations independently.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language — if other than German</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>2</td>
<td>German and/or English</td>
</tr>
</tbody>
</table>

**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)

term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

Language of assessment: German and/or English

### Allocation of places

--

### Additional information

--

### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--

### Module appears in

- Bachelor' degree (1 major) Business Management and Economics (2015)
- Bachelor' degree (1 major) Economathematics (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) Economathematics (2017)
- 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)
- Master's degree (1 major) China Business and Economics (2021)
- Bachelor' degree (1 major) Business Information Systems (2021)
| Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021) |
| Bachelor's degree (1 major) Business Management and Economics (2021) |
| Bachelor's degree (1 major) Economathematics (2021) |