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|--|--------------------------|--|
| <b>Module title</b>  |                          | <b>Abbreviation</b>                          |
| Seminar: Marketing   |                          | 12-SMA-211-m01                               |
| <b>Module coordinator</b>  |                          | <b>Module offered by</b>                     |
| Holder of the Chair of Business Management and Marketing   |                          | 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>  |                          |  |
| <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:<br/>will vary according to topic</p>   |                          |  |
| <b>Intended learning outcomes</b>  |                          |  |
| <p>After completing the course "Marketing Strategie", students will be able to</p> <p>i. understand the fundamentals of scientific literature reviews;<br/>ii. integrate elaborated content in a scientific thesis;<br/>iii. create presentations independently.</p>   |                          |  |
| <b>Courses</b> (type, number of weekly contact hours, language – if other than German)   |                          |  |
| S (2)<br>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)   |                          |  |
| term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1<br>Language of assessment: German and/or English   |                          |  |
| <b>Allocation of places</b>  |                          |  |
| --   |                          |  |
| <b>Additional information</b>  |                          |  |
| --   |                          |  |
| <b>Workload</b>  |                          |  |
| 150 h  |                          |  |
| <b>Teaching cycle</b>  |                          |  |
| --   |                          |  |
| <b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)   |                          |  |
| --   |                          |  |
| <b>Module appears in</b>   |                          |  |
| <p>Bachelor' degree (1 major) Business Management and Economics (2015)<br/>         Bachelor' degree (1 major) Economathematics (2015)<br/>         Bachelor' degree (1 major) Business Information Systems (2015)<br/>         Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)<br/>         Bachelor' degree (1 major) Business Information Systems (2016)<br/>         Bachelor' degree (1 major) Economathematics (2017)<br/>         Bachelor' degree (1 major) Business Information Systems (2019)</p> |                          |  |

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' degree (1 major) Economathematics (2021)  
Bachelor' degree (1 major) Business Management and Economics (2021)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)  
Bachelor' degree (1 major) Economathematics (2022)  
Bachelor' degree (1 major) Business Information Systems (2023)  
Bachelor' degree (1 major) Economathematics (2023)  
Bachelor' degree (1 major) Business Management and Economics (2023)  
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)