

Module title		Abbreviation
Seminar: Marketing		12-SMA-242-m01
Module coordinator		Module offered by
Holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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>		
Intended learning outcomes		
<p>After completing the course "Marketing Strategie", students will be able to</p> <p>i. understand the fundamentals of scientific literature reviews; ii. integrate elaborated content in a scientific thesis; iii. create presentations independently.</p>		
Courses (type, number of weekly contact hours, language – if other than German)		
S (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)		
<p>term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1 Assessment offered: in the semester in which the course is offered Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>5 places. WB4: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
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

Bachelor' degree (1 major) Business Information Systems (2024)

Bachelor' degree (1 major) Econometrics (2024)

Bachelor' degree (1 major) Business Management and Economics (2024)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)