

Current Topics of Marketing					
Identification number N/A	Workload 150 hrs	Credits 5	Semester 5 <sup>th</sup> or 6 <sup>th</sup> sem.	When At least once a year	Duration 1 semester
1	<b>Lectures</b> Current Topics of Marketing	<b>Class contact time</b> 4 contact hrs / 60hrs	<b>Self-study</b> 90 hrs	<b>Planned group size</b> 25 students	
2	<b>Learning Outcomes / Skills</b> <i>Professional Competences:</i> <i>Upon completion of the module, students will be able to:</i> <ul style="list-style-type: none"> <li>Deal with current marketing issues and independently develop proposals for solutions to specific problems</li> <li>Understand developments in marketing practice and assess trends</li> <li>Explain new approaches in marketing science and their practical significance</li> </ul> <i>Interdisciplinary competences:</i> <ul style="list-style-type: none"> <li>Research literature for a given specialist topic</li> <li>Visually design a presentation on a subject area using suitable presentation media (digital and analogue)</li> <li>Work on a case study</li> </ul>				
3	<b>Contents</b> <ul style="list-style-type: none"> <li>The seminar thrives on the change of content, current cases, developments and trends in marketing science and practice are taken up.</li> <li>The seminar is intended to complement and enrich the undergraduate teaching in the other Marketing &amp; Sales modules through the in-depth discussion of selected topics.</li> <li>The content can be oriented either more towards science or practice, and emphasis is placed on implementation in case study work.</li> </ul>				
4	<b>Course type</b> Seminar lectures, exercises, presentations, discussions, case studies, guest lectures				
5	<b>Participation requirements</b> Knowledge of "Foundations of Marketing", sufficient knowledge of English				
6	<b>Examination form</b> Paper (number of pages depends on group size) and oral exam (max. 20 minutes) OR exam (90 minutes, written form, at the university)				
7	<b>Requirements for the Awarding of Credit Points</b> Minimum grade of "sufficient" in the examination				
8	<b>Application of the Module</b> (in other programmes of study) BA Business Administration BA International Business and Management BA Industrial Engineering and Management				
9	<b>Weight of the grade in the final overall grade</b> 5/270				
10	<b>Module supervisor;</b> full-time lecturers <b>Prof. Dr. Riegermann</b>				
11	<b>Other information</b> Reading list (as currently applicable): To be announced in the seminar				

**ATTENTION: This is a translation of the original. Only the module manual in its German form is legally binding.**