

Module title			Abbreviation		
Marketing für Start-Ups			12-MSU-251-m01		
Module coordinator		Module offered by			
--		Faculty of Management and Economics			
ECTS	Method of grading	Only after succ. compl. of module(s)			
5	numerical grade	--			
Duration	Module level	Other prerequisites			
1 semester	--	--			
Contents					
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Intended learning outcomes					
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Courses (type, number of weekly contact hours, language — if other than German)					
V (2) + Ü (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)					
a) written examination (approx. 60 minutes) or b) term paper (10 to 15 pages) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or d) portfolio (approx. 45 minutes)					
Language of assessment: German and/or English creditable for bonus					
Allocation of places					
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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's degree (1 major) Business Information Systems (2015)					
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015)					
Bachelor's degree (1 major) Business Information Systems (2016)					
Bachelor's degree (1 major) Business Information Systems (2019)					
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2019)					
Bachelor's degree (1 major) Business Information Systems (2020)					
Bachelor's degree (1 major) Business Information Systems (2021)					
Bachelor's degree (1 major) Business Management and Economics (2021)					
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)					
Bachelor's degree (1 major) Economathematics (2022)					
exchange program Business Management and Economics (2022)					
Bachelor's degree (1 major) Business Information Systems (2023)					

- Bachelor's degree (1 major) Economathematics (2023)
- Bachelor's degree (1 major) Business Management and Economics (2023)
- Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2023)
- Bachelor's degree (1 major) Business Information Systems (2024)
- Bachelor's degree (1 major) Economathematics (2024)
- Bachelor's degree (1 major) Business Management and Economics (2024)
- Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)
- Bachelor's degree (1 major) Digital Business & Data Science (2024)
- Bachelor's degree (1 major) Economathematics (2025)