

# Learning Agreement: bisherige Anrechnungen

---

Es handelt sich hierbei um eine Information der bisherigen Anerkennungen (**Stand Juni 2024**) und keine automatische Anrechnungszusage.

Reichen Sie daher in jedem Fall Ihr ausgefülltes Learning Agreement vor dem Auslandsaufenthalt beim zuständigen Mitarbeiter per E-Mail ein.

## In der Übersicht aufgeführte Module:

### Bachelor:

- Dienstleistungsmarketing
- Marketing (ehemals Absatz)

### Master:

- Marketingtheorie
- Marketingseminar
- Service Marketing (Advanced marketing management I)
- Strategisches Marketing (Advanced marketing management IV)
- Kundenmanagement (Advanced marketing management VII)

| Land        | Universität                                | Kurs im Ausland                         | Kurs FAU                 | ECTS Ausland | ECTS FAU | Kurs Nummer |
|-------------|--------------------------------------------|-----------------------------------------|--------------------------|--------------|----------|-------------|
| Argentinien | Universidad de Belgrano, Buenos Aires      | Marketing Estratégico                   | Strategisches Marketing  | ?            | 5        | 30500020    |
| Argentinien | Universidad de Belgrano, Buenos Aires      | Marketing de Servicios                  | Service Marketing        | ?            | 5        | 3651995016  |
| Argentinien | Universidad de Buenos Aires                | Comercialización                        | Strategisches Marketing  | 12           | 5        | 2899105     |
| Australien  | University of Wollongong                   | Marketing Principles                    | Absatz                   | 6            | 5        | MARK 101    |
| Australien  | Bond University                            | Services Marketing                      | Dienstleistungsmarketing | 10           | 5        | MKTG13-306  |
| Australien  | Deakin University                          | Marketing Management                    | Strategisches Marketing  | 1            | 5        | MBA720      |
| Australien  | Griffith University                        | Services Marketing                      | Dienstleistungsmarketing | 10           | 5        | 3006 MKT    |
| Australien  | International College of Management Sydney | Principles of Marketing                 | Dienstleistungsmarketing | 3            | 5        | MKT 100     |
| Australien  | Monash University                          | Services Marketing                      | Dienstleistungsmarketing | 7,5          | 5        | MKB3301     |
| Australien  | Murdoch University                         | Services Marketing                      | Dienstleistungsmarketing | 3            | 5        | BUS 296     |
| Australien  | Queensland University of Technology        | Services Marketing                      | Dienstleistungsmarketing | 12           | 5        | AMB340      |
| Australien  | RMIT University                            | Service Quality                         | Dienstleistungsmarketing | 12           | 5        | MKTG1053    |
| Australien  | Swinburne University of Technology         | Services Marketing                      | Dienstleistungsmarketing | 12,5         | 5        | MKT30006    |
| Australien  | University of Melbourne                    | Marketing Strategy                      | Strategisches Marketing  | 12,5         | 5        | MKTG90005   |
| Australien  | University of Melbourne                    | Advertising                             | Strategisches Marketing  | 12,5         | 5        | MKTG90009   |
| Australien  | University of New South Wales              | New Product and new Service Development | Dienstleistungsmarketing | 6            | 5        | MARK3091    |
| Australien  | University of Queensland                   | Marketing Managment                     | Strategisches Marketing  | 12           | 5        | AMN 442     |
| Australien  | University of Technology Sydney            | Strategic Services Marketing            | Service Marketing        | 6            | 5        | 24706       |
| Australien  | University of Technology Sydney            | Services Marketing                      | Dienstleistungsmarketing | 6            | 5        | 24306       |
| Australien  | University of Technology Sydney            | Marketing Management                    | Strategisches Marketing  | 6            | 5        | 24734       |
| Australien  | University of Western Australia            | Services Marketing                      | Dienstleistungsmarketing | 6            | 5        | MKTG 3311   |

| Land       | Universität                                            | Kurs im Ausland                                                        | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer |
|------------|--------------------------------------------------------|------------------------------------------------------------------------|--------------------------|---------------------------------------|----------|-------------|
| Australien | UNSW Sydney                                            | Services Marketing Management                                          | Service Marketing        | 6                                     | 5        | MARK5816    |
| Australien | UNSW Sydney                                            | Marketing Communication and Promotion                                  | Strategisches Marketing  | 6                                     | 5        | MARK5810    |
| Australien | UNSW Sydney                                            | Consumer Behavior                                                      | Kundenmanagement         | 6                                     | 5        | MARK5800    |
| Bolivien   | Universidad Catolica Boliviana San Pablo               | Marketing de servicios                                                 | Dienstleistungsmarketing | 5                                     | 5        | ADM-357     |
| Brasilien  | Pontífica Universidade Católica do Rio de Janeiro      | Marketing de Servicios                                                 | Dienstleistungsmarketing | 4                                     | 5        | ADM1460     |
| Brasilien  | Pontífica Universidade Católica do Rio de Janeiro      | Marketing de Servicos                                                  | Dienstleistungsmarketing | 6                                     | 5        | ADM1446     |
| Brasilien  | Universidade Federal de Pernambuco                     | Análise de Marketing Estratégico                                       | Strategisches Marketing  | 4                                     | 5        | PGA 965     |
| Brasilien  | Universidade Federal de Pernambuco                     | Marketing de Servicios                                                 | Service Marketing        | 4                                     | 5        | PGA 968     |
| Brasilien  | Universidade Federal de Santa Catarina                 | Estratégias Mercadológicas                                             | Strategisches Marketing  | 4 (nur mit weiterem Kurs angerechnet) | 5        | CAD 5232    |
| Brasilien  | Universidade Federal de Santa Catarina                 | Estratégias Mercadológicas                                             | Strategisches Marketing  | 4                                     | 2,5      | CAD 7232    |
| Brasilien  | Universidade Federal de Santa Catarina                 | Administração Estratégica                                              | Strategisches Marketing  | 4                                     | 2,5      | CAD 7234    |
| Brasilien  | Universidade Federal de Roraima                        | Administracao de Marketing                                             | Marketingtheorie         | 4                                     | 5        | SA 045      |
| Bulgarien  | Sofia University St. Kliment Ohridski                  | Integrated Marketing Communications                                    | Strategisches Marketing  | 6                                     | 5        | 3216        |
| Bulgarien  | Sofia University St. Kliment Ohridski                  | Marketing & Digital Marketing                                          | Marketing                | 5                                     | 5        | EF R046     |
| Bulgarien  | Sofia University St. Kliment Ohridski                  | Strategic Marketing                                                    | Strategisches Marketing  | 5                                     | 5        | EFR818      |
| Chile      | Universidad de Chile                                   | Marketing III                                                          | Strategisches Marketing  | 10                                    | 5        | MKT 400     |
| Chile      | Universidad Tecnica Federico Santa Maria de Valparaiso | Marketing de Negocios y Servicios                                      | Service Marketing        | 3                                     | 5        | ICS-812     |
| China      | Tongji University Shanghai                             | Marketing in China                                                     | Strategisches Marketing  | 5                                     | 5        | 2130052     |
| China      | UIBE Beijing                                           | Case Study of international corporations Marketing strategies in China | Strategisches Marketing  | 3                                     | 5        | F111        |

| Land     | Universität                                        | Kurs im Ausland                                                        | Kurs FAU                 | ECTS Ausland | ECTS FAU | Kurs Nummer      |
|----------|----------------------------------------------------|------------------------------------------------------------------------|--------------------------|--------------|----------|------------------|
| China    | UIBE Beijing                                       | Marketing Management                                                   | Strategisches Marketing  | 3            | 5        | MBA505           |
| China    | UIBE Beijing                                       | Strategic Management                                                   | Strategisches Marketing  | 3            | 5        | MBA507           |
| China    | UIBE Beijing                                       | Service Marketing, Marketing in China                                  | Service Marketing        | 4            | 5        | MBA523, MBA 530  |
| China    | UIBE Beijing                                       | Service Marketing                                                      | Dienstleistungsmarketing | 2            | 5        | IUP 517          |
| China    | UIBE Beijing                                       | Marketing in China                                                     | Service Marketing        | 2            | 5        | MBA530           |
| China    | UIBE Beijing                                       | Marketing in China                                                     | Dienstleistungsmarketing | 3            | 5        | S105             |
| China    | UIBE Beijing                                       | Global Marketing                                                       | Marketing                | 2            | 5        | IUP507           |
| China    | University of International Business and Economics | Case Study of international corporations Marketing strategies in China | Strategisches Marketing  | 3            | 5        |                  |
| Dänemark | Aarhus Business School                             | Marketing                                                              | Absatz                   | 10           | 5        | 27422            |
| Dänemark | Aarhus School of Business                          | Service Marketing                                                      | Service Marketing        | 5            | 5        | 30466            |
| Dänemark | University of Southern Denmark (SDU)               | International Market Relations                                         | Strategisches Marketing  | 10           | 5        | 8110812          |
| England  | South Bank University London                       | Strategies for International Market Entry                              | Strategisches Marketing  | 20           | 5        | BBM-7-SIM        |
| England  | South Bank University London                       | Sports Economics                                                       | Dienstleistungsmarketing | 10           | 5        |                  |
| England  | Universität Hull                                   | Applied Marketing                                                      | Marketingkonzepte        | 10           | 2        | 26175            |
| England  | Universität Hull                                   | Independent Studie                                                     | Marketingseminar         | 10           | 5        | 26342            |
| England  | University of Hull                                 | Service Marketing                                                      | Dienstleistungsmarketing | 10           | 5        | 26995            |
| England  | University of Hull                                 | Services Marketing                                                     | Dienstleistungsmarketing | 10           | 5        | 26995 bzw. 26242 |
| England  | University of Sunderland                           | Marketing Management                                                   | Dienstleistungsmarketing | 20 (10ECTS)  | 5        | UGB 229          |

| Land     | Universität                           | Kurs im Ausland                              | Kurs FAU                 | ECTS Ausland | ECTS FAU | Kurs Nummer     |
|----------|---------------------------------------|----------------------------------------------|--------------------------|--------------|----------|-----------------|
| England  | York St. John University              | Strategic Market Audit                       | Strategisches Marketing  | 15           | 5        | MMB005          |
| England  | York St. John University              | Services Marketing                           | Service Marketing        | 15           | 5        | MMB006          |
| Finnland | Lappeenranta University of Technology | Customer Relationship Management/L           | Kundenmanagement         | 6            | 5        | A330A0050       |
| Finnland | Tampere Univesity of Technology       | Strategic Marketing                          | Strategisches Marketing  | 4            | 5        | TTA-62036       |
| Finnland | Tampere Univesity of Technology       | Service Marketing                            | Dienstleistungsmarketing | 6            | 5        | PMA 2           |
| Finnland | Tampere University                    | Service Marketing                            | Service Marketing        | 5            | 5        | PYMA2052 PMA2   |
| Finnland | Turku School of Economics             | Developing Service Business                  | Service Marketing        | 6            | 5        | MA033006 MAS23  |
| Finnland | Turku School of Economics             | Managing Customer and Supplier Relationships | Kundenmanagement         | 6            | 5        | 033022          |
| Finnland | Turku School of Economics             | Customer Relationship Management             | Kundenmanagement         | 6            | 5        | Ma033021MAB     |
| Finnland | Turku School of Economics             | Managing Customer and Supplier Relationships | Kundenmanagement         | 6            | 5        | MA033022 MAS13  |
| Finnland | Turku School of Economics             | Managing Customer and Supplier Relationships | Kundenmanagement         | 6            | 5        | MAS13           |
| Finnland | Turku School of Economics             | Customer Relationship Management             | Kundenmanagement         | 6            | 5        | MAS3            |
| Finnland | Turku School of Economics             | Marketing and Management of Services         | Dienstleistungsmarketing | 6            | 5        | MA032033 / MA21 |
| Finnland | TUT Pori                              | Service Marketing                            | Dienstleistungsmarketing | 6            | 5        | PYMA0006 PMA2   |
| Finnland | University Consortium Pori            | Srevice Design Management                    | Service Marketing        | 6            | 5        | PMA 7           |
| Finnland | University of Jyväskylä               | Introduction to Marketing                    | Marketingtheorie         | 6            | 5        | YTPP231         |
| Finnland | University of Jyväskylä               | Introduction to Marketing                    | Absatz                   | 5            | 5        | YTTP2120        |
| Finnland | University of Tampere                 | Service Management                           | Service Marketing        | 5            | 5        | KATJO542        |

| Land       | Universität                           | Kurs im Ausland                                        | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer            |
|------------|---------------------------------------|--------------------------------------------------------|--------------------------|---------------------------------------|----------|------------------------|
| Finnland   | University of Tampere                 | Re-Thinking Value Creation                             | Kundenmanagement         | 5                                     | 5        | KAMMAS99               |
| Finnland   | University of Tampere                 | Service Marketing                                      | Dienstleistungsmarketing | 5                                     | 5        | KATMAA13               |
| Finnland   | University of Tampere                 | Services Marketing                                     | Dienstleistungsmarketing | 5                                     | 5        | Marka 015              |
| Finnland   | University of Turku                   | Managing International                                 | Kundenmanagement         | 6                                     | 5        | KV203004<br>KVS5/MAS24 |
| Finnland   | University of Turku                   | Customer Relationship Management                       | Kundenmanagement         | 6                                     | 5        | MA033021 MAS3          |
| Finnland   | University of Turku                   | Service Marketing                                      | Dienstleistungsmarketing | 5                                     | 5        | PYMA2052 PMA2          |
| Frankreich | Ecole de Management Lyon              | Marketing Strategy Implementation                      | Strategisches Marketing  | 5                                     | 5        | MK14A                  |
| Frankreich | Ecole de Management Lyon              | Consumer Behavior                                      | Marketingtheorie         | 5                                     | 5        | MK24A                  |
| Frankreich | Ecole normale superieure Paris-Saclay | Marketing                                              | Marketingtheorie         | 3                                     | 5        |                        |
| Frankreich | ECS Clermont-Ferrand                  | Marketing of Services                                  | Dienstleistungsmarketing | 3 (nur mit weiterem Kurs angerechnet) | 5        | GE08CM1-01             |
| Frankreich | ECS Clermont-Ferrand                  | Marketing humanitaire et sport                         | Dienstleistungsmarketing | 4 (nur mit weiterem Kurs angerechnet) | 5        | GE08CM2-02             |
| Frankreich | EM Business School Strasbourg         | Marketing Basics                                       | Marketingtheorie         | 5                                     | 5        | EM1FAM42A1             |
| Frankreich | EM Lyon                               | Services Marketing                                     | Service Marketing        | 5                                     | 5        | MK 23A                 |
| Frankreich | EM Lyon                               | Relationship Marketing                                 | Service Marketing        | 5                                     | 5        | MK727                  |
| Frankreich | EM Strasbourg                         | Management Strategique                                 | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | EM054U90               |
| Frankreich | EM Strasbourg                         | Stratégie, complexité et changement                    | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | EM1451124              |
| Frankreich | EM Strasbourg                         | Stratégie, complexité et changement                    | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | EM145M24               |
| Frankreich | EM Strasbourg                         | Jeu de simulation: global Business                     | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | EM1F5M05B1             |
| Frankreich | EM Strasbourg                         | Theatre et expression corporelle: outils de management | Kundenmanagement         | 3 (Auffüllkurs)                       |          | EM054U24               |

| Land       | Universität                   | Kurs im Ausland                                               | Kurs FAU                 | ECTS Ausland                           | ECTS FAU | Kurs Nummer |
|------------|-------------------------------|---------------------------------------------------------------|--------------------------|----------------------------------------|----------|-------------|
| Frankreich | EM Strasbourg                 | Principles of Sales Management                                | Kundenmanagement         | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM165M11    |
| Frankreich | EM Strasbourg                 | Digital & High-tech Marketing                                 | Kundenmanagement         | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM165M13    |
| Frankreich | EM Strasbourg                 | Innovation Management                                         | Kundenmanagement         | 3 (Auffüllkurs)                        |          | EM165M14    |
| Frankreich | EM Strasbourg                 | Marketing des Services                                        | Dienstleistungsmarketing | 3                                      | 5        | EM054U44    |
| Frankreich | EM Strasbourg                 | Marketing des Services                                        | Dienstleistungsmarketing | 3                                      | 5        | EM45KM33    |
| Frankreich | EM Strasbourg Business School | Experiential Marketing                                        | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM054U1M    |
| Frankreich | EM Strasbourg Business School | International Business Negotiations Bridging the cultural gap | Strategisches Marketing  | 3 ((nur mit weiterem Kurs angerechnet) | 5        | EM46LM54    |
| Frankreich | EM Strasbourg Business School | Logistics and Marketing                                       | Marketingtheorie         | 3 ((nur mit weiterem Kurs angerechnet) | 5        | EM1F4U13    |
| Frankreich | EM Strasbourg Business School | Marketing Basics                                              | Marketingtheorie         | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM1F4M03    |
| Frankreich | EM Strasbourg Business School | Current Issues in Marketing                                   | Kundenmanagement         | 5                                      | 5        | EM4R5M44    |
| Frankreich | ESC Rennes                    | Fundamentaux de marketing                                     | Absatz                   | 4                                      | 5        | MK 301 N    |
| Frankreich | ESC Rennes                    | Services Marketing Management                                 | Dienstleistungsmarketing | 5                                      | 5        | MK 443      |
| Frankreich | ESC Rennes                    | Services Marketing                                            | Dienstleistungsmarketing | 5                                      | 5        | MK 443 E    |
| Frankreich | ESC Rennes                    | Services Marketing                                            | Dienstleistungsmarketing | 5                                      | 5        | MK 443E     |
| Frankreich | ESC Rennes                    | Services Marketing Management                                 | Dienstleistungsmarketing | 5                                      | 5        | MK443E      |
| Frankreich | ESSCA, Angers                 | International Marketing and Business Strategies               | Strategisches Marketing  | 6                                      | 5        | INT514      |
| Frankreich | ESSCA, Angers                 | Services Marketing and Management                             | Service Marketing        | 4                                      | 5        | MKG574      |
| Frankreich | Group ESC Clermont            | Strategic Marketing                                           | Dienstleistungsmarketing | 3                                      | 5        | IM09BM1-00  |

| Land       | Universität                   | Kurs im Ausland                                               | Kurs FAU                 | ECTS Ausland                           | ECTS FAU | Kurs Nummer |
|------------|-------------------------------|---------------------------------------------------------------|--------------------------|----------------------------------------|----------|-------------|
| Frankreich | EM Strasbourg                 | Principles of Sales Management                                | Kundenmanagement         | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM165M11    |
| Frankreich | EM Strasbourg                 | Digital & High-tech Marketing                                 | Kundenmanagement         | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM165M13    |
| Frankreich | EM Strasbourg                 | Innovation Management                                         | Kundenmanagement         | 3 (Auffüllkurs)                        |          | EM165M14    |
| Frankreich | EM Strasbourg                 | Marketing des Services                                        | Dienstleistungsmarketing | 3                                      | 5        | EM054U44    |
| Frankreich | EM Strasbourg                 | Marketing des Services                                        | Dienstleistungsmarketing | 3                                      | 5        | EM45KM33    |
| Frankreich | EM Strasbourg Business School | Experiential Marketing                                        | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM054U1M    |
| Frankreich | EM Strasbourg Business School | International Business Negotiations Bridging the cultural gap | Strategisches Marketing  | 3 ((nur mit weiterem Kurs angerechnet) | 5        | EM46LM54    |
| Frankreich | EM Strasbourg Business School | Logistics and Marketing                                       | Marketingtheorie         | 3 ((nur mit weiterem Kurs angerechnet) | 5        | EM1F4U13    |
| Frankreich | EM Strasbourg Business School | Marketing Basics                                              | Marketingtheorie         | 3 (nur mit weiterem Kurs angerechnet)  | 5        | EM1F4M03    |
| Frankreich | EM Strasbourg Business School | Current Issues in Marketing                                   | Kundenmanagement         | 5                                      | 5        | EM4R5M44    |
| Frankreich | ESC Rennes                    | Fundamentaux de marketing                                     | Absatz                   | 4                                      | 5        | MK 301 N    |
| Frankreich | ESC Rennes                    | Services Marketing Management                                 | Dienstleistungsmarketing | 5                                      | 5        | MK 443      |
| Frankreich | ESC Rennes                    | Services Marketing                                            | Dienstleistungsmarketing | 5                                      | 5        | MK 443 E    |
| Frankreich | ESC Rennes                    | Services Marketing                                            | Dienstleistungsmarketing | 5                                      | 5        | MK 443E     |
| Frankreich | ESC Rennes                    | Services Marketing Management                                 | Dienstleistungsmarketing | 5                                      | 5        | MK443E      |
| Frankreich | ESSCA, Angers                 | International Marketing and Business Strategies               | Strategisches Marketing  | 6                                      | 5        | INT514      |
| Frankreich | ESSCA, Angers                 | Services Marketing and Management                             | Service Marketing        | 4                                      | 5        | MKG574      |
| Frankreich | Group ESC Clermont            | Strategic Marketing                                           | Dienstleistungsmarketing | 3                                      | 5        | IM09BM1-00  |



| Land       | Universität                               | Kurs im Ausland                  | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer |
|------------|-------------------------------------------|----------------------------------|--------------------------|---------------------------------------|----------|-------------|
| Frankreich | Rouen Business School                     | Service Marketing                | Dienstleistungsmarketing | 5                                     | 5        | MKG42034E-1 |
| Frankreich | Université de Montpellier                 | Strategie de Marque              | Marketingkonzepte        | 3                                     | 5        |             |
| Frankreich | Université Montpellier                    | Stratégie Marketing              | Strategisches Marketing  | 4                                     | 5        | MARK-4160   |
| Frankreich | Université Montpellier                    | Stratégie de marque              | Strategisches Marketing  | 3                                     | 5        | UE32/OPT    |
| Frankreich | Université Montpellier                    | Marketing des Services           | Dienstleistungsmarketing | 4                                     | 5        |             |
| Frankreich | Université Paris-Est Creteil Val de Marne | Marketing des services           | Dienstleistungsmarketing | 3                                     | 5        | U.E.1       |
| Frankreich | Université Paris-Est Creteil Val de Marne | Marketing de Services            | Dienstleistungsmarketing | 3                                     | 5        |             |
| Frankreich | UPEC, IAE Gustave Eiffel Paris            | Marketing de services            | Dienstleistungsmarketing | 3 (nur mit weiterem Kurs angerechnet) | 5        |             |
| Indien     | IIM Udaipur                               | Service Marketing                | Service Marketing        | 4                                     | 5        | SM          |
| Indien     | Indian Institute of Management Bangalore  | Customer Relationship Management | Kundenmanagement         | 3                                     | 5        |             |
| Indien     | Indian Institute of Management Udaipur    | Strategic Marketing              | Strategisches Marketing  | 4                                     | 5        | 17          |
| Indien     | Indian Institute of Management Udaipur    | Services Marketing               | Service Marketing        | 4                                     | 5        | 11 SM       |
| Indien     | Indian Institute of Management, Bangalore | Competitive Marketing Strategy   | Strategisches Marketing  | 3                                     | 5        | CMS         |
| Indien     | Indian Institute of Management            | Service Marketing                | Service Marketing        | 4                                     | 5        |             |
| Indonesien | Udayana University                        | Marketing Management             | Strategisches Marketing  | 8                                     | 5        | BA04        |
| Indonesien | Udayana University                        | Service Marketing Tourism        | Service Marketing        | 6                                     | 5        |             |
| Indonesien | Udayana University                        | Marketing                        | Marketingtheorie         | 8                                     | 5        |             |
| Indonesien | Udayana University                        | Marketing                        | Dienstleistungsmarketing | 5                                     | 5        | 4           |

| Land       | Universität                                | Kurs im Ausland                           | Kurs FAU                 | ECTS Ausland | ECTS FAU | Kurs Nummer |
|------------|--------------------------------------------|-------------------------------------------|--------------------------|--------------|----------|-------------|
| Indonesien | Udayana University                         | Marketing Management                      | Dienstleistungsmarketing | 8            | 5        | BA04        |
| Indonesien | Udayana University                         | International Tourism Management          | Dienstleistungsmarketing | 5            | 5        | BIP 1011    |
| Indonesien | Udayana University                         | Global Marketing Management               | Dienstleistungsmarketing | 8            | 5        | BA 04       |
| Indonesien | Udayana Universität                        | Global Marketing                          | Dienstleistungsmarketing | 5            | 5        | BIP 1019    |
| Irland     | Dublin Business School                     | Services Marketing                        | Dienstleistungsmarketing | 5            | 5        | B8MK104     |
| Irland     | National University of Ireland, Galway     | The Marketing of Services                 | Dienstleistungsmarketing | 5            | 5        | MK311       |
| Irland     | NUI Galway                                 | Marketing Principles                      | Absatz                   | 5            | 5        | MK204       |
| Irland     | NUI Galway                                 | The Marketing of Services                 | Dienstleistungsmarketing | 5            | 5        | MK 311      |
| Irland     | NUI Galway                                 | Marketing of Services                     | Dienstleistungsmarketing | 5            | 5        | MK311       |
| Irland     | NUJ Galway                                 | The Marketing of Services                 | Service Marketing        | 5            | 5        | MK311       |
| Irland     | Trinity College Dublin                     | Management I(b) Marketing Management      | Absatz                   | 5            | 5        | BU 2510     |
| Irland     | University College Cork                    | Foundations of Marketing                  | Dienstleistungsmarketing | 5            | 5        | MG1002      |
| Irland     | University of Galway                       | Marketing Principles                      | Marketing                | 5            | 5        | MK204       |
| Israel     | Tel-Aviv-University                        | Consumer Insights and Strategic Marketing | Strategisches Marketing  | 8            | 5        | 1231340201  |
| Italien    | Bocconi University                         | Strategic Marketing and Marketing Plan    | Strategisches Marketing  | 6            | 5        | 20208       |
| Italien    | Bocconi University                         | Marketing and CRM                         | Kundenmanagement         | 6            | 5        | 20427       |
| Italien    | Ca' Foscari University of Venice           | Marketing                                 | Marketing                | 6            | 5        | ET2030      |
| Italien    | Università degli Studi di Roma Tor Vergata | Companies & Institutions Communication    | Strategisches Marketing  | 6            | 5        | 8010811     |
| Italien    | Università degli Studi di Roma Tor Vergata | Advanced Marketing                        | Service Marketing        | 6            | 5        | 8011609     |

| Land      | Universität                                | Kurs im Ausland                                     | Kurs FAU                 | ECTS Ausland | ECTS FAU | Kurs Nummer |
|-----------|--------------------------------------------|-----------------------------------------------------|--------------------------|--------------|----------|-------------|
| Italien   | Universita degli Studi di Roma Tor Vergata | Service Management                                  | Service Marketing        | 6            | 5        | 8011577     |
| Italien   | Universita degli Studi di Roma Vergeta Tor | Marketing                                           | Strategisches Marketing  | 6            | 5        | 8011423     |
| Italien   | University Tor Vergata                     | Service Management and Marketing                    | Service Marketing        | 6            | 5        | 8011913     |
| Italien   | Universita di Verona                       | Marketing Strategies                                | Marketingkonzepte        | 5            | 5        | SECS-P/087  |
| Italien   | Universität Turin                          | Organizzazione delle imprese turistiche alberghiere | Dienstleistungsmarketing | 8            | 5        | SECS-P/10   |
| Italien   | Universitia di Parma                       | Marketing die Servizi                               | Dienstleistungsmarketing | 10           | 5        |             |
| Japan     | Kwansei Gakuin University                  | Marketing Strategy                                  | Strategisches Marketing  | 2            | 5        | 97357000    |
| Japan     | Osaka University                           | Independent Study                                   | Service Marketing        | 4            | 5        |             |
| Kanada    | British Columbia Institute of Technology   | Marketing of Services                               | Dienstleistungsmarketing | 3            | 5        | MKTG2205    |
| Kanada    | Polytechnique Montreal                     | Commercialisation de...services                     | Service Marketing        | 6            | 5        | IND8120     |
| Kanada    | Thompson Rivers University                 | Services Marketing                                  | Service Marketing        | 3            | 5        | BBUS 4410   |
| Kanada    | Universite Laval                           | Marketing Management                                | Dienstleistungsmarketing | 3            | 5        | MRK22918    |
| Kanada    | Université Laval                           | Marketing Management                                | Service Marketing        | 3            | 5        | MRK22918    |
| Kanada    | University of Alberta                      | Service Marketing                                   | Dienstleistungsmarketing | 3            | 5        | MARK 0466   |
| Kolumbien | Universidad del Norte                      | International Sales Management                      | Dienstleistungsmarketing | 3            | 5        | ADM 8795    |
| Kolumbien | Universidad del Norte                      | Marketing Management                                | Dienstleistungsmarketing | 3            | 5        | MDO 0011    |
| Kolumbien | Universidad del Norte                      | Gerencia Estrategia de Mercadeo                     | Strategisches Marketing  | 3            | 5        | MDO 41008   |
| Kolumbien | Universidad Nacional de Columbia           | Estrategia de Mercado                               | Strategisches Marketing  | 3            | 5        | 2029192     |
| Kroatien  | University of Zagreb                       | Marketing Management                                | Absatz                   | 6            | 5        | 71497       |
| Lettland  | University of Latvia                       | Marketing II                                        | Absatz                   | 4            | 5        | EKON3081    |

| Land        | Universität                             | Kurs im Ausland                                                                                                                                                                                                 | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer        |
|-------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------|----------|--------------------|
| Litauen     | Vilnius University                      | Retail Management and Marketing                                                                                                                                                                                 | Absatz                   | 5                                     | 5        | 14079              |
| Litauen     | Vilnius University                      | Strategic Marketing                                                                                                                                                                                             | Strategisches Marketing  | 5                                     | 5        | 20212              |
| Malaysia    | Universtii Putra Malaysia               | Services Marketing                                                                                                                                                                                              | Dienstleistungsmarketing | 3                                     | 5        | MGM 4204           |
| Mexiko      | Universidad de Guadalajara              | Mercadotecnia de Servicios                                                                                                                                                                                      | Dienstleistungsmarketing | 6                                     | 5        | MN127              |
| Mexiko      | Universidad Iberoamericana              | Mercadotecnia de Servicios                                                                                                                                                                                      | Dienstleistungsmarketing | 8                                     | 5        | 20127; Clave AE002 |
| Mexiko      | Universidad Iberoamericana Mexico City  | Mercadotecnia de Servicios                                                                                                                                                                                      | Service Marketing        | 8                                     | 5        | AE002              |
| Mexiko      | Universidad Nacional Autónoma de México | Mercadotecnia de Servicios                                                                                                                                                                                      | Service Marketing        | 6                                     | 5        | 73106              |
| Mexiko      | Universidad Nacional Autónoma de México | Mercadotecnia de Servicios                                                                                                                                                                                      | Service Marketing        | 8                                     | 5        | 2000               |
| Mexiko      | Universidad Nacional Autónoma de México | Mercadotecnia de Servicios                                                                                                                                                                                      | Service Marketing        | 6                                     | 5        | 73106              |
| Mexiko      | Universidad Nacional Autónoma de México | Mercadotecnia de Servicios                                                                                                                                                                                      | Dienstleistungsmarketing | 8                                     | 5        |                    |
| Niederlande | Radboud Universiteit Nijmegen           | Account Management                                                                                                                                                                                              | Kundenmanagement         | 6                                     | 5        | MAN-MMA037         |
| Österreich  | University of Graz                      | Principles of Marketing                                                                                                                                                                                         | Marketing                | 6                                     | 5        | 327.100            |
| Polen       | Jagiellonian University Cracow          | Marketing                                                                                                                                                                                                       | Marketingtheorie         | 5                                     | 5        | 0414               |
| Polen       | Warsaw School of Economics              | Marketing of Tourism and Recreational Services                                                                                                                                                                  | Service Marketing        | 3 (nur mit weiterem Kurs angerechnet) | 5        | 223421-0116        |
| Polen       | Warsaw School of Economics              | Services Marketing                                                                                                                                                                                              | Dienstleistungsmarketing | 3 (nur mit weiterem Kurs angerechnet) | 5        | 130401             |
| Polen       | Warsaw School of Economics              | Service Marketing                                                                                                                                                                                               | Dienstleistungsmarketing | 3 (nur mit weiterem Kurs angerechnet) | 5        | 130401-1030        |
| Polen       | Warsaw School of Economics              | Zweiter Kurs (3 Anträge vorliegend): Sustainable Development (2 Credits), Budgeting, Monitoring and Controlling in Poject Management (1 Credit) & Investment Banking (1 Credit), Project Management (2 Credits) | Dienstleistungsmarketing | 2 (Auffüllkurs)                       |          |                    |

| Land     | Universität                                | Kurs im Ausland                    | Kurs FAU                 | ECTS Ausland                            | ECTS FAU | Kurs Nummer      |
|----------|--------------------------------------------|------------------------------------|--------------------------|-----------------------------------------|----------|------------------|
| Polen    | Warsaw School of Economics (SGH)           | Marketing Strategies               | Strategisches Marketing  | 3                                       | 5        | 231431           |
| Polen    | Warsaw School of Economics (SGH)           | Marketing Strategies               | Strategisches Marketing  | 3                                       | 5        | 231431           |
| Polen    | University of Economics & Business Wroclaw | Services Marketing                 | Service Marketing        | 2 (nur mit weiterem Kurs angerechnet)   | 5        | 000 / A00-ER-SM  |
| Polen    | University of Economics & Business Wroclaw | Social Marketing                   | Service Marketing        | 4 (Auffüllkurs)                         | 5        | 000 / A00-ER-SOM |
| Portugal | Universidade de Coimبرا                    | Strategic Marketing                | Strategisches Marketing  | 6                                       | 5        | 02662085         |
| Portugal | Universidade de Coimبرا                    | Service Marketing                  | Service Marketing        | 6                                       | 5        | 01661085         |
| Portugal | NOVA SBE                                   | International Marketing Strategy   | Strategisches Marketing  | 6 (nur mit weiterem Kurs angerechnet)   | 5        |                  |
| Portugal | Universidade Técnica de Lisbon             | Operational Marketing              | Marketingkonzepte        | 6                                       | 5        | MO (G019)        |
| Portugal | Universidade Técnica de Lisbon             | Customer Relationship Management   | Kundenmanagement         | 6                                       | 5        |                  |
| Portugal | Universidade de Lisboa                     | Strategic and Marketing Management | Strategisches Marketing  | 6                                       | 5        |                  |
| Russland | Higher School of Economics                 | Customer Experience Management     | Kundenmanagement         | 4 (nur mit weiterem Kurs angerechnet)   | 5        |                  |
| Russland | Higher School of Economics Moscow          | CRM                                | Kundenmanagement         | 3                                       | 5        |                  |
| Schweden | Jönköping International Business School    | Service Management and Marketing   | Service Marketing        | 7,5                                     | 5        | JSEC19           |
| Schweden | Jönköping International Business School    | Marketing Management               | Absatz                   | 7,5                                     | 5        |                  |
| Schweden | Jönköping International Business School    | Service Management and Marketing   | Dienstleistungsmarketing | 7,5                                     | 5        | MLFN13           |
| Schweden | Lunds University                           | Global Strategic Marketing         | Dienstleistungsmarketing | 2,5 (nur mit weiterem Kurs angerechnet) | 2,5      | FEKG25           |

| Land     | Universität                    | Kurs im Ausland                                 | Kurs FAU                                       | ECTS Ausland                                           | ECTS FAU | Kurs Nummer     |
|----------|--------------------------------|-------------------------------------------------|------------------------------------------------|--------------------------------------------------------|----------|-----------------|
| Schweden | Lunds University               | Media and Armed Conflicts: Past and Present     | Dienstleistungsmarketing                       | 2,5 (Auffüllerkurs; nur mit weiterem Kurs angerechnet) | 3,5      | SASH67          |
| Schweden | Mälardalen University          | Nordic Perspectives on Marketing and Management | Strategisches Marketing                        | 15 (für 2 deutsche Kurse angerechnet)                  | 5        | FOA219          |
| Schweden | Mälardalen University          | Strategy and International Marketing            | Strategisches Marketing                        | 15                                                     | 5        | FOA234/FOA324   |
| Schweden | Mälardalen University          | Strategy and International Marketing            | Advanced Marketing IV: Strategisches Marketing | 15                                                     | 5        |                 |
| Schweden | Mälardalen University          | Marketing Management                            | Absatz                                         | 7,5                                                    | 5        | FOA144          |
| Schweden | Mälardalen University          | Nordic Perspective on Marketing and Management  | Dienstleistungsmarketing                       | 15                                                     | 5        | EFO 209         |
| Schweden | Mälardalen University          | Service Management                              | Dienstleistungsmarketing                       | 7,5                                                    | 5        | FOA105          |
| Schweden | Mälardalen University          | Nordic Perspectives on Marketing and Management | Dienstleistungsmarketing                       | 15 (für 2 deutsche Kurse angerechnet)                  | 5        | FOA219          |
| Schweiz  | Universität Bern               | Mediensysteme im internationalen Vergleich      | Dienstleistungsmarketing                       | 3 (nur mit weiterem Kurs angerechnet)                  | 5        | 10246           |
| Schweiz  | Universität Bern               | Service Marketing                               | Dienstleistungsmarketing                       | 4,5 (nur mit weiterem Kurs angerechnet)                | 5        | 411286          |
| Schweiz  | Université Lausanne            | Communication Marketing                         | Absatz                                         | 3 (nur mit weiterem Kurs angerechnet)                  | 5        |                 |
| Singapur | James Cook University Singapur | Service Industries Marketing                    | Dienstleistungsmarketing                       | 3                                                      | 5        | BX 3041         |
| Singapur | James Cook University Singapur | Interactive Marketing Communications            | Dienstleistungsmarketing                       | 3                                                      | 5        | BX2082          |
| Singapur | James Cook University Singapur | Services Industries Marketing                   | Dienstleistungsmarketing                       | 3                                                      | 5        | BX3041          |
| Slowakei | Comenius University Bratislava | Marketing                                       | Absatz                                         | 5                                                      | 5        |                 |
| Slowakei | Comenius University Bratislava | Marketing Application                           | Dienstleistungsmarketing                       | 3                                                      | 5        | FM.KMk/043AM/17 |
| Slowakei | Comenius University Bratislava | International Marketing                         | Strategisches Marketing                        | 6                                                      | 5        | FM.KMk/030AM/16 |

| Land    | Universität                               | Kurs im Ausland                    | Kurs FAU                           | ECTS Ausland                            | ECTS FAU | Kurs Nummer |
|---------|-------------------------------------------|------------------------------------|------------------------------------|-----------------------------------------|----------|-------------|
| Spanien | Universidad Autonoma de Madrid            | Marketing: Mercado y Demanda       | Marketingtheorie                   | 6                                       | 5        | 16744       |
| Spanien | Universidad Autonome de Madrid            | Direction Estrategia de Marketing  | Strategisches Marketing            | 6                                       | 5        | 31386       |
| Spanien | Universidad de Alcala                     | Marketing de Servicios             | Service Marketing                  | 6                                       | 5        | 340071      |
| Spanien | Universidad de Alcala                     | Marketing de Servicios             | Dienstleistungsmarketing           | 6                                       | 5        | 34322       |
| Spanien | Universidad de Alcala                     | Marketing Estrategias              | Strategisches Marketing            | 9                                       | 5        | 340017      |
| Spanien | University of Bilbao                      | International Marketing            | Strategisches Marketing            | 6                                       | 5        | 25813       |
| Spanien | Universidad de Cordoba                    | Marketing estrategico              | Strategisches Marketing            | 6                                       | 5        | 100128      |
| Spanien | Universidad de Cantabria                  | Marketing Estratégico              | Strategisches Marketing            | 2,5 (nur mit weiterem Kurs angerechnet) | 5        | M599        |
| Spanien | Universidad de Cantabria                  | Marketing Sectorial                | Dienstleistungsmarketing           | 6                                       | 5        | 4928        |
| Spanien | Universidad de Extremadura                | Marketing de Servicios             | Dienstleistungsmarketing           | 4,5                                     | 5        | 112404      |
| Spanien | Universidad de Extrermadura               | Direccion Estrategica de Marketing | Strategisches Marketing            | 5                                       | 5        | ?           |
| Spanien | Universidad de Extrermadura               | Strategic analysis and environment | Strategisches Marketing            | 6                                       | 5        | 401638      |
| Spanien | Universidad de Las Palmas de Gran Canaria | Direccion de Marketing Estrategico | Strategisches Marketing            | 6                                       | 5        | 40524       |
| Spanien | Universidad de Malaga                     | Fundamentos de Marketing           | Marketing                          | 6                                       | 5        | 101         |
| Spanien | Universidad de Malaga                     | Marketing Turistico                | Dienstleistungsmarketing           | 6                                       | 5        | 407         |
| Spanien | Universidad de Malaga                     | Marketing Turistico                | Dienstleistungsmarketing           | 6                                       | 5        | 304(50153)  |
| Spanien | Universidad de Malaga                     | Marketing de Servicios             | Dienstleistungsmarketing           | 6                                       | 5        | 408         |
| Spanien | Universidad de Málaga                     | Marketing en Areas Especializadas  | Dienstleistungsmarketing           | 6                                       | 5        | 408         |
| Spanien | Universidad Politécnica de Madrid         | Marketing Y Gestión De Ventas      | Marketing                          | 6                                       | 5        | 105000368   |
| Spanien | Universitat Rovira I Virgili              | Marketing Principles               | Principles of Marketing/ Marketing | 6                                       | 5        | 16214114    |

| Land    | Universität                              | Kurs im Ausland                                                         | Kurs FAU                 | ECTS Ausland                                           | ECTS FAU | Kurs Nummer  |
|---------|------------------------------------------|-------------------------------------------------------------------------|--------------------------|--------------------------------------------------------|----------|--------------|
| Spanien | Universidad de Salamanca                 | Marketing Internacional                                                 | Dienstleistungsmarketing | 6                                                      | 5        | 103847       |
| Spanien | Universidad de Salamanca                 | Marketing Financiero                                                    | Dienstleistungsmarketing | 6                                                      | 5        | 103949       |
| Spanien | Universidad de Sevilla                   | Marketing de Servicios (Grado en Marketing e Investigación de Mercados) | Service Marketing        | 6                                                      | 5        | 1800037      |
| Spanien | Universidad de Sevilla                   | Customer Equity Management                                              | Kundenmanagement         | 4                                                      | 5        | 50850005     |
| Spanien | Universidad de Sevilla                   | Marketing de Servicios                                                  | Dienstleistungsmarketing | 6                                                      | 5        | 480026       |
| Spanien | Universidad de Sevilla                   | Marketing de Servicios                                                  | Dienstleistungsmarketing | 6                                                      |          | 1510044      |
| Spanien | Universidad de Sevilla                   | Marketing de Servicios                                                  | Dienstleistungsmarketing | 6                                                      | 5        | 1800037      |
| Spanien | Universidad de Sevilla                   | Marketing de Servicios                                                  | Dienstleistungsmarketing | 6                                                      | 5        |              |
| Spanien | TECNUN                                   | Commercial Management                                                   | Strategisches Marketing  | 6                                                      | 5        | DIRECC-07192 |
| Spanien | Universidad de Valencia                  | Estrategia de Marketing                                                 | Strategisches Marketing  | 4,5                                                    | 5        | 12213        |
| Spanien | Universidad de Valencia                  | Marketing Strategy                                                      | Strategisches Marketing  | 4,5 (nur mit weiterem Kurs angerechnet)                | 5        | 35802        |
| Spanien | Universidad de Valencia                  | Dirección de Empresas Internacionales                                   | Strategisches Marketing  | 0,5 (Auffüllerkurs; nur mit weiterem Kurs angerechnet) | 5        | 35892        |
| Spanien | Universidad de Valencia                  | Marketing de Servicios y Sectorial                                      | Service Marketing        | 4,5 (nur mit weiterem Kurs angerechnet)                | 5        | 35841        |
| Spanien | Universidad de Valencia                  | Marketing of Services                                                   | Dienstleistungsmarketing | 6                                                      | 5        | 15454        |
| Spanien | Universidad de Valencia                  | Services and Sectional Marketing                                        | Dienstleistungsmarketing | 4,5 (nur mit weiterem Kurs angerechnet)                | 5        | 35841        |
| Spanien | Universidad de Valencia                  | Consumer Behavior                                                       | Marketing                | 6                                                      | 5        | 35908        |
| Spanien | Universitat Autonoma de Barcelona        | Managing Services                                                       | Dienstleistungsmarketing | 6                                                      | 5        | SA2011E      |
| Spanien | IRIARTE International University College | Strategic Marketing                                                     | Strategisches Marketing  | 6                                                      | 5        | 509430902    |



| Land      | Universität                              | Kurs im Ausland                              | Kurs FAU                                           | ECTS Ausland | ECTS FAU | Kurs Nummer  |
|-----------|------------------------------------------|----------------------------------------------|----------------------------------------------------|--------------|----------|--------------|
| Südafrika | Nelson Mandela Metropolitan University   | Advanced Strategic & international Marketing | Strategisches Marketing                            | 20           | 5        | EBMI402      |
| Südafrika | Nelson Mandela University                | Services Marketing                           | Service Marketing                                  | 24           | 5        | EBMV341      |
| Südafrika | Nelson Mandela University                | Customer Relationship Management             | Kundenmanagement                                   | 12           | 5        | EBFV202      |
| Südafrika | Nelson Mandela University                | International Marketing & Strategy           | Strategisches Marketing                            | 24           | 5        | EBMV305      |
| Südafrika | Stellenbosch University                  | International Marketing                      | Absatz                                             | 6            | 5        | 59595314     |
| Südkorea  | Busan National University                | Services Marketing                           | Service Marketing                                  | 3            | 5        | BA65665      |
| Südkorea  | Hankuk University of Foreign Studies     | New Product and Innovation Strategy          | Strategisches Marketing                            | 3            | 5        | D03324301    |
| Südkorea  | Hanyang Universität                      | Services Marketing                           | Service Marketing                                  | 3            | 5        | BUS 3080     |
| Südkorea  | Hanyang University                       | Services Marketing                           | Advanced marketing management I: Service Marketing | 3            | 5        | BUS 3080     |
| Südkorea  | Inha University                          | Principles of Marketing                      | Absatz                                             | 3            | 5        | BUS2501      |
| Südkorea  | Inha University                          | Service Quality Management                   | Dienstleistungsmarketing                           | 3            | 5        | BUS 3403-001 |
| Südkorea  | Pusan National University                | Service Marketing                            | Dienstleistungsmarketing                           | 3            | 5        | DB34446      |
| Südkorea  | Sungkyunkwan University                  | Services Marketing                           | Service Marketing                                  | 3            | 5        | BUS3034      |
| Südkorea  | University of Seoul                      | Global Marketing Management                  | Marketing                                          | 3            | 5        | 90217        |
| Taiwan    | Fen Chia University                      | International Marketing Seminar              | Marketingseminar                                   | 3            | 5        | 0270         |
| Taiwan    | Feng Chia University                     | Global Strategic Marketing                   | Strategisches Marketing                            | 3            | 5        | ITRA657      |
| Taiwan    | National Taiwan University               | Marketing Management                         | Strategisches Marketing                            | 3            | 5        | 82878        |
| Taiwan    | National Taiwan University Taipei        | Marketing Management                         | Strategisches Marketing                            | 3            | 5        | 24405        |
| Taiwan    | National Taiwan University INTUS, Taipeh | Services Marketing                           | Dienstleistungsmarketing                           | 3            | 5        | 724EU0450    |

| Land       | Universität                  | Kurs im Ausland                    | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer |
|------------|------------------------------|------------------------------------|--------------------------|---------------------------------------|----------|-------------|
| Thailand   | Kasetsart University Bangkok | International Marketing Management | Dienstleistungsmarketing | 3                                     | 5        | 01134321    |
| Thailand   | Siam University Bangkok      | Marketing Strategy                 | Strategisches Marketing  | 3                                     | 5        | 502-229     |
| Thailand   | Siam University Bangkok      | Service Marketing Strategy         | Service Marketing        | 3                                     | 5        | 502-228     |
| Thailand   | Siam University Bangkok      | Customer Relationship Management   | Kundenmanagement         | 3                                     | 5        | 502-226     |
| Thailand   | Siam University Bangkok      | Service Marketing                  | Dienstleistungsmarketing | 3                                     | 5        | 221-304     |
| Thailand   | University of Chulalongkorn  | Principles of Marketing            | Absatz                   | 3                                     | 5        | 2605311     |
| Tschechien | Karls University Prag        | Marketing Strategy Planning        | Strategisches Marketing  | 3                                     | 5        | 33B282      |
| Tschechien | Masaryk Universität Brunn    | Service Management                 | Dienstleistungsmarketing | 4 (nur mit weiterem Kurs angerechnet) | 5        | MPH_SEMA    |
| Tschechien | Masaryk Universität Brunn    | Risk Management and Insurance      | Dienstleistungsmarketing | 1 (Auffüllkurs)                       |          |             |
| Türkei     | Bilgi University Istanbul    | Service Marketing                  | Dienstleistungsmarketing | 6                                     | 5        | BUS 494     |
| Türkei     | Bogazci Üniversitesi         | Global Marketing Management        | Strategisches Marketing  | 7,5                                   | 5        | AD541       |
| Türkei     | Bogazci Üniversitesi         | Cases in Service Marketing         | Service Marketing        | 7                                     | 5        | INTT582     |
| Türkei     | Bogazci Üniversitesi         | Services Marketing                 | Dienstleistungsmarketing | 6                                     | 5        | AD 447      |
| Türkei     | Bogazci Üniversitesi         | Service Marketing                  | Dienstleistungsmarketing | 6                                     | 5        | TRM 358     |
| Türkei     | Boğazici Üniversite Istanbul | Strategic Marketing Management     | Strategisches Marketing  | 6                                     | 5        | AD540       |
| Türkei     | Bogazici Universität         | Service Marketing                  | Dienstleistungsmarketing | 4                                     | 5        | TRM361      |
| Türkei     | Bogazici University          | Services Marketing                 | Service Marketing        | 4 (nur mit weiterem Kurs angerechnet) | 5        | ADEX 547    |
| Türkei     | Bogazici University          | Service Marketing                  | Service Marketing        | 7,5                                   | 5        | AD 547      |

| Land   | Universität                  | Kurs im Ausland                   | Kurs FAU                 | ECTS Ausland | ECTS FAU | Kurs Nummer |
|--------|------------------------------|-----------------------------------|--------------------------|--------------|----------|-------------|
| Türkei | Bogazici University          | Strategy                          | Kundenmanagement         | 7,5          | 5        |             |
| Türkei | Bogazici University          | Introduction to Marketing         | Absatz                   | 4            | 5        | AD 341      |
| Türkei | Bogazici University Istanbul | Theory Quest in Marketing         | Marketingtheorie         | 3            | 5        | AD 545      |
| Türkei | Bogazici University Istanbul | Services Marketing                | Dienstleistungsmarketing | 6            | 5        | AD447       |
| Türkei | Bogazici University Istanbul | Service Marketing                 | Dienstleistungsmarketing | 5            | 5        | INTT358     |
| Türkei | Dokuz Eylül University       | Strategic Marketing Management    | Strategisches Marketing  | 5            | 5        | MBA5011     |
| Türkei | Dokuz Eylül University       | Marketing Strategies              | Strategisches Marketing  | 5            | 5        | MRK3001     |
| Türkei | Dokuz Eylül University       | Service Marketing                 | Service Marketing        | 5            | 5        | IPL 5009    |
| Türkei | Dokuz Eylül University       | Service Marketing                 | Dienstleistungsmarketing | 5            | 5        | MAN 4508    |
| Türkei | Dokuz Eylül University       | Service Marketing                 | Dienstleistungsmarketing | 5            | 5        | MRK 4211    |
| Türkei | Dokuz Eylül University       | Service Marketing                 | Dienstleistungsmarketing | 5            | 5        | MRK4211     |
| Türkei | Dokuz Eylül University       | Principles of Marketing           | Marketing                | 5            | 5        | MRK 2001    |
| Türkei | Marma University, Istanbul   | Service Marketing                 | Service Marketing        | 6            | 5        | MARK4150    |
| Türkei | Marma University, Istanbul   | Marketing Management for Services | Service Marketing        | 6            | 5        | MRK701      |
| Türkei | Marma University, Istanbul   | Services Marketing                | Dienstleistungsmarketing | 4            | 5        | MRK 359     |
| Türkei | Yildiz Technical University  | Services Management               | Dienstleistungsmarketing | 5            | 5        | 334840      |
| Türkei | Yildiz Teknik Üniversitesi   | Service Marketing                 | Dienstleistungsmarketing | 4            | 5        | ISL4140     |
| Türkei | Yildiz Technical University  | Strategic Management              | Strategisches Marketing  | 7,5          | 5        | ISL5204     |

| Land    | Universität                                     | Kurs im Ausland                                | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer  |
|---------|-------------------------------------------------|------------------------------------------------|--------------------------|---------------------------------------|----------|--------------|
| Ungarn  | Andrassy Universität Budapest                   | Strategisches Marketing                        | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | WIWI033      |
| Ungarn  | Andrassy Universität Budapest                   | Strategisches Marketing                        | Marketingtheorie         | 3 (nur mit weiterem Kurs angerechnet) | 5        | WIWI033      |
| Ungarn  | Andrassy Universität Budapest                   | Dienstleistungsmanagement                      | Service Marketing        | 3 (nur mit weiterem Kurs angerechnet) | 5        | MML023       |
| Ungarn  | Andrassy Universität Budapest                   | Leadership als Beziehungsarbeit                | Service Marketing        | 3 (Auffüllkurs)                       |          | MML033       |
| Ungarn  | Budapest University of Technology and Economics | Marketing                                      | Strategisches Marketing  | 5                                     | 5        | BMEGT20MW01  |
| Ungarn  | Budapest University of Technology and Economics | Marketing                                      | Strategisches Marketing  | 5                                     | 5        | BMEGT20A048  |
| Ungarn  | Corvinus Universität Budapest                   | Tourism Management and Marketing               | Dienstleistungsmarketing | 6                                     | 5        | 293NIECV483  |
| Ungarn  | Corvinus University                             | Corporate Strategy                             | Strategisches Marketing  | 6                                     | 5        | CORST_KNINF  |
| Ungarn  | Corvinus University                             | Brand Management                               | Service Marketing        | 3 (nur mit weiterem Kurs angerechnet) | 5        | 293NMARU557B |
| Ungarn  | Corvinus University                             | Marketing Strategy in Diverse European Markets | Service Marketing        | 3 (nur mit weiterem Kurs angerechnet) |          | MARST_VTMAR  |
| Ungarn  | Corvinus University                             | Tourism Management and Marketing               | Dienstleistungsmarketing | 6                                     | 5        | 293NIECV483B |
| Ungarn  | Corvinus University Budapest                    | Services Marketing                             | Service Marketing        | 6                                     | 5        | 2MA41NAK02M  |
| Ungarn  | Corvinus University of Budapest                 | Services Marketing                             | Service Marketing        | 6                                     | 5        | 2MA41NAK02M  |
| Ungarn  | Corvinus University of Budapest                 | Consumer Relationship Management               | Kundenmanagement         | 6                                     | 5        | 293NMARK673M |
| Ungarn  | Corvinus University of Budapest                 | Services Marketing                             | Dienstleistungsmarketing | 6                                     | 5        | 293NMARV5236 |
| Ungarn  | Corvinus University of Budapest                 | Service Marketing                              | Dienstleistungsmarketing | 6                                     | 5        | 293NMARV523B |
| Ungarn  | Corvinus University of Budapest                 | Marketing Management                           | Strategisches Marketing  | 6                                     | 5        | 293NMARK653M |
| Uruguay | Universidad Católica del Uruguay                | Marketing de Servicios                         | Dienstleistungsmarketing | 2                                     | 5        |              |

| Land    | Universität                              | Kurs im Ausland                          | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer |
|---------|------------------------------------------|------------------------------------------|--------------------------|---------------------------------------|----------|-------------|
| Uruguay | Universidad Catolica del Uruguay         | Marketing                                | Dienstleistungsmarketing | 4                                     | 5        |             |
| Uruguay | Universidad Católica del Uruguay         | Marketing de Servicios                   | Dienstleistungsmarketing | 2                                     | 5        |             |
| Uruguay | Universidad Católica del Uruguay         | Marketing                                | Dienstleistungsmarketing | 2                                     | 5        | 39871       |
| Uruguay | Universidad Católica del Uruguay         | Marketing de Servicios                   | Dienstleistungsmarketing |                                       | 5        |             |
| Uruguay | Universidad Católica del Uruguay         | Marketing                                | Marketing                | 4                                     | 5        | 300138      |
| USA     | American University                      | Integrated Marketing Communication       | Service Marketing        | 3                                     | 5        | MKTG-762    |
| USA     | Babson College                           | Strategic Marketing                      | Strategisches Marketing  | 3                                     | 5        | MKT7505     |
| USA     | California State University              | Services Marketing                       | Dienstleistungsmarketing | 2                                     | 5        | MKTG 315    |
| USA     | California State University              | Managing Services Marketing              | Dienstleistungsmarketing | 3                                     | 5        | MKTG 465    |
| USA     | California State University Chico        | Service Marketing                        | Dienstleistungsmarketing | 3                                     | 5        | MKTG 478    |
| USA     | California State University East Bay     | Marketing Management                     | Strategisches Marketing  | 4                                     | 5        | MKTG6215    |
| USA     | California State University East Bay     | Consumer Behavior                        | Kundenmanagement         | 4                                     | 5        | MKTG4417    |
| USA     | California State University Fullerton    | Services Marketing                       | Dienstleistungsmarketing | 3                                     | 5        | MKTG 465 01 |
| USA     | California State University Fullerton    | Managing Services Marketing              | Dienstleistungsmarketing | 3                                     | 5        | MKTG465     |
| USA     | California State University of Fullerton | California State University of Fullerton | Dienstleistungsmarketing | 3                                     | 5        | MKTG 465    |
| USA     | Georgia State University                 | Strategic Market Planning                | Strategisches Marketing  | 3                                     | 5        | MK8900      |
| USA     | Georgia State University                 | Service Marketing Strategy               | Service Marketing        | 3                                     | 5        | MK8800      |
| USA     | Georgia-State-University                 | Marketing Management                     | Absatz                   |                                       |          | MBA 8145    |
| USA     | San Diego State University               | Marketing Management                     | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | MKTG 479    |

| Land | Universität                              | Kurs im Ausland                                 | Kurs FAU                 | ECTS Ausland                          | ECTS FAU | Kurs Nummer |
|------|------------------------------------------|-------------------------------------------------|--------------------------|---------------------------------------|----------|-------------|
| USA  | California State University of Fullerton | California State University of Fullerton        | Dienstleistungsmarketing | 3                                     | 5        | MKTG 465    |
| USA  | Georgia State University                 | Strategic Market Planning                       | Strategisches Marketing  | 3                                     | 5        | MK8900      |
| USA  | Georgia State University                 | Service Marketing Strategy                      | Service Marketing        | 3                                     | 5        | MK8800      |
| USA  | Georgia-State-University                 | Marketing Management                            | Absatz                   |                                       |          | MBA 8145    |
| USA  | San Diego State University               | Marketing Management                            | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | MKTG 479    |
| USA  | San Diego State University               | Strategic Brand Management                      | Strategisches Marketing  | 3                                     | 5        | MKTG 772    |
| USA  | San Diego State University               | Marketing Strategy                              | Strategisches Marketing  | 3 (nur mit weiterem Kurs angerechnet) | 5        | MKTG 779    |
| USA  | San Diego State University               | Advanced Marketing Strategy                     | Strategisches Marketing  |                                       | 5        | MKTG779     |
| USA  | San Diego State University               | Managerial Marketing                            | Marketingtheorie         | 3                                     | 5        | BA 672      |
| USA  | Tiffin University, Ohio                  | Personal Selling                                | Dienstleistungsmarketing | 3                                     | 5        | MKT 354     |
|      |                                          | Nordic Perspectives on Marketing and Management | Service Marketing        | 15 (für 2 deutsche Kurse angerechnet) | 5        |             |