

# Pforzheim University - Germany

## Approved template of credit transfer (09/10/2015)

Template code: **PU15**

Pforzheim					UM Equivalency				
No.	Course code	Course title	ECTS	Contact hours	No.	Course code	Course title	Credits	Prerequisite
1	SIC2011	Cross-Cultural Communication	3	30	1	GBMT403	Cross-cultural Communication and Negotiation in Business	3	BECO310 / EBIS315 / GBMT300/301
2	MAR2032	Data Analysis I	3	30	2	MGMT331	Research Methods	3	MGMT110 & MKTG220 & QMDS200
	MAR3011	Data Analysis II	4	30					
3	MAR2011	Consumer Behavior	3	30	3	MKTG340	Consumer Behavior	3	MKTG220
4	MKT4012	International Marketing	4	30	4	MKTG410	International Marketing	3	MKTG220
5	MCO2011	Advertising	3	30	5	MKTG411	Integrated Marketing Communications	3	MKTG220
	MCO2031	Special Aspects of Integrated	3	30					
6	MKT2022	Sales and Distribution	3	30	6	MKTG421	Sales Management	3	MKTG220

The ECTS and/or contact hours of the selected course is not enough to replace a 3-unit course in UM. Students who want to use this course to replace a 3-unit course in UM must study another similar course together. Then use these two courses to replace one 3-unit course in UM.

This is the course could be used as a supporting course for the main course which the students want to study, yet the supporting course is not limited to this course. Students can select other courses that are similar to the main course as the supporting course.