

FAQs for HfWU students

(As of January 18th, 2018; preliminary)



➤ When and where does the project take place?

- During summer semester 2018 with a few meetings from mid of March until end of May plus
- **May 27 – June 08, 2018:** intensive program together with students from our partner universities
- You will miss only **8** days of regular classes at HfWU; all the other days are lecture-free periods.
- Based in Nuertingen with weekend trip to Paris and visits to companies in the region

➤ What is the content of the course?

- The course consists of lectures on international marketing topics with visits to international companies in the area.
 - ⇒ Academic Introduction to EU and its industry clusters
 - ⇒ Cultural Differences
 - ⇒ Segmentation in International Marketing
 - ⇒ Market Entry Strategies
 - ⇒ Product Policy in International Marketing
 - ⇒ Pricing in International Marketing
 - ⇒ Distribution in International Marketing
 - ⇒ Communication in International Marketing

➤ Who are the instructors?

- Dr. Iris Ramme from HfWU
- Vaidas Lukosius, Ph.D. from Tennessee State University
- Company representatives

➤ What are the academic requirements?

- You should ideally be in the last year of your Bachelor program.
- You should have had an introductory class in Marketing.
- You should prove advanced English language skills (TOEFL, IELTS or similar or a good grade in a class that was instructed in English).

➤ Will I get credits? Articulation of BEST:

Degree program	8 ECTS Credits for HfWU module
BW	"MKT5 / IBM5 International Marketing Project" in your concentration
VWL	"MKT5 / IBM5 International Marketing Project" in your concentration or "203-030 Selbstorganisiertes Arbeiten II"
AUW	"Project/Seminar/Simulation/Study Tour" or "MKT5/IBM6 International Marketing Project" or "Module 6 Case Studies and Oberseminar" in your concentration
ERM	Module ERB 5/6 Project and Seminar
NPM	Module NPM PII M5 Project and Seminar
GTM	One of your two elective modules (can be chosen from concentration programs of other degree programs)
WR	-
Other	Please get in touch with us



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➤ What is the assessment?

- Presentation and paper on an assigned international marketing topic (deadline beginning of May 2018)
- Several quizzes during the program
- A short presentation in teamwork on the last day of the program
- Written exam in July 2018

➤ What are the costs?

Project fee	450 €
Without trip to Paris	150 €

➤ What is included?

- All lectures, site visits and company presentations
- Transportation to program-related company visits
- Welcome and Farewell Dinner
- Weekend trip to Paris: transportation to Paris; weekend accommodation in double rooms with breakfast and free WIFI; 3-day metro pass for Paris (zones 1-3); Boat Cruise on Seine River (**if Paris option is chosen**)

➤ What is not included?

- Daily alimentation and private expenses like pubs, souvenirs etc.

➤ What are the deadlines?

- **Application deadline** **Feb 10, 2018**
- **Payment deadline (450 € with Paris, 150 € without Paris)** **Feb 28, 2018**
- **Cancellation deadline** **Apr 01, 2018**
(all moneys collected except a 100 € fee will be reimbursed)

➤ When will I know if I can participate?

The selection round will be finished by February 15. If there are more than 18 applicants, we will give the 18 slots to the most qualified applicants and waitlist the remaining.

➤ What do I have to do to participate in this project?

- Write a short letter of motivation (why should we select you for this project), hand in a CV, add a grade report plus a proof of your English language skills and send it to iris.ramme@hfwu.de.
- In case of more applicants than slots: Interview with Coordinators of International Affairs.

➤ Where can I find more information?

- Visit <https://www.hfwu.de/ngu/best/> or
- HfWU-neo: Veranstaltung "International Marketing Project (nur im SoSe)"
- Or send an email to diana.lewinsky@hfwu.de.

