

Fact sheet for partners

(as of January 18th, 2018; preliminary)



➤ When and where will the project take place?

- May 27 – June 08, 2018 (Please note: departure for American students takes place a day earlier)
- Based in Nuertingen, Germany: within the Metropolitan area of Stuttgart, the capital of the Federal State of Baden-Wuerttemberg, one of the strongest economic regions in Europe
- Weekend trip to Paris

➤ What is the content of the course?

- 14 days intensive program in southern Germany together with students from HfWU and its partner universities
- The course consists of lectures by professors and presentations in companies on international marketing topics, such as:
 - ⇒ 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, Nuertingen-Geislingen University
- Dr. Vaidas Lukosius, Tennessee State University
- Company representatives

➤ What are the academic requirements?

- Students should be at least in their 2nd year of studies in economics, management or business administration.
- Students should prove advanced English language skills (B2 level).

➤ How should students prepare for the tour?

- Study the textbook "Global Marketing" by Svend Hollensen, 7th edition, 2016, Pearson ISBN: 9781292100111
- Prepare at least two questions on the topic of international marketing for each of the four companies we will visit or hear about.

➤ Which cities are we going to visit?

- Nuertingen and Paris; nearby cities (Stuttgart) and sites may be visited on your own

➤ What are the costs?

- The project fee including weekend in Paris is **3,000 €** (equaling approx. US\$ 3,540 as of now)
- The project fee for students from HfWU's partner universities with a special agreement on tuition for study tours is: **1,300 €** (equaling approx. US\$ 1,534 as of now)
- Students are responsible for their own airfare, insurance, spending money, etc.
- All payments will be made in Euros. The amounts in US-Dollars are only for orientation; exchange rate of 1.00 € = US\$ 1.18

➤ What is included in the project fee?

- Lectures, site visits and company presentations
- All program-related transportation, including pick-up service from Stuttgart Airport (STR) on May 27th at pre-determined times
- Hotel accommodation in double rooms in Nuertingen and Paris, breakfast and free WIFI included
- Welcome and farewell Dinner
- Train fare to and metro tickets in Paris



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➤ What is not included?

- Personal and program unrelated activities (going out, souvenirs, etc.).
- Travel expenses to and from Nuertingen
- Tuition at your home institution (if applicable)

➤ What are the deadlines?

- **Application deadline**
- Cancellation deadline
- Payment deadline: Due after registration. An invoice will be sent directly to the participants by HfWU. All payments should be made in Euros.

Mar 15, 2018
Apr 01, 2018

➤ Registration process

- 10 of 28 slots are reserved for students from our partner universities. There will also be a waitlist.
- Students register for the tour through their International Offices and hand in the following documents: a short letter of motivation (why should we select you for this project) and transcript
- We kindly ask the International Offices to pre-select their candidates and to nominate them via e-mail to: diana.lewinsky@hfwu.de
 - ⇒ **Advanced English language skills are required (B2 level)**
- HfWU will evaluate all nominations and communicate the final list of participants to your International Office and the students. An invoice will be sent directly to the participants by HfWU.

➤ Assessment and Grading

- During the program students will have to write quizzes, hand in short papers and give a presentation.
- Students will receive a certificate upon successfully completing the program.
- Articulation is subject to the home institution:

Total contact hours	Total workload	ECTS
70	100	4

➤ Cancellation policies

- **Students must notify of their withdraw in writing to iris.ramme@hfwu.de.**
- Cancellation deadline: **April 01, 2018.**
- Cancellation **before** April 01, 2018: All moneys collected except a 100 € fee will be reimbursed.
- Cancellations **after** April 01, 2018: No reimbursement except
 - ⇒ A medically verified injury or illness prevents students from travel: HfWU will reimburse all monies. A certificate of inability to participate in the tour from a licensed physician is necessary to make the refund!
- Once the tour has started, students withdrawing receive no refund unless HfWU suspends the tour.

➤ Where can I find more detailed information?

- www.hfwu.de/ngu/best/

