



When and where will study tour take place?

- July 19th, 2020 – July 31st, 2020
intensive program together with students from our partner universities
- Based in Nuertingen with lectures and visits to companies in the region

What is the content of the course?

- The course is an introductory course to marketing with a focus on digital marketing. The program consists of an interesting and valuable mix of lectures and group work sessions, complemented by visits to international companies in Germany's prosperous South-West. All lectures and company visits are in English.
- The lecture contents are:
 - ⇒ Marketing in a Digitalized Environment
 - ⇒ Digital Marketing Strategy
 - ⇒ Digital Product Management & Pricing
 - ⇒ Digital Brand Management
 - ⇒ Digital Marketing Communication
 - ⇒ Digital Sales/ E-Commerce
 - ⇒ Digital Customer Relationship Management & Service
 - ⇒ Digital Marketing Controlling
- Lecture notes will be posted additional to the lectures.



Executive Project Manager: Prof. Dr. Iris Ramme, iris.ramme@hfwu.de
Senior Project Manager: Diana Lewinsky, diana.lewinsky@hfwu.de
Professor/Lecturer: Prof. Dr. Stefan Detscher, stefan.detscher@hfwu.de
<https://www.hfwu.de/study-tours-marketing/>



Who are the instructors?

- HfWU Marketing Prof. Dr. Stefan Detscher
- Company representatives

What are the academic requirements?

- This is an introductory course with a focus on marketing. No academic pre-requisites are required.
- Students should prove good English language skills.

Will I get credits? Articulation of the Marketing Study Tour:

Degree program	Corresponding to HfWU module
BW	Digital Marketing; semester 4; 3 ECTS; workload 75 hours
VWL	Marketing und Marktforschung; semester 3; 5 ECTS; workload 125 hours

What is the assessment?

- There will be eight short in-class assignments plus one quiz that will help practicing and reflecting the content of the relevant lecture.
- During the group work sessions and cases, the students will take on a marketing consultant's role and will analyze the company's current situation and make recommendations that will help the company to achieve its goals.
- In each group work session, students will prepare a short summary of their findings & recommendations (ideally in the form of 3-5 presentation slides).
- The students will also need to prepare at least two questions regarding (digital) marketing for each of the four company visits/ presentations.
- A written exam with essay questions will take place on the last day of the Study Tour.



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Only for business students:

- The written exam takes place together with the written exams of the other module elements of the Marketing module (“Agiles Marketing” and “Marketing Research”).

Only for economics students:

- Plus 25 hours workload for developing a questionnaire “Expectations towards the Study Tour – academic content and intercultural experience”, carrying out an online survey and analyzing the data.

What are the costs?

- Project fee 120 €

What is included?

- All lectures, company visits (on-site) and company presentations (by a company representative at HfWU)
- Transportation to program-related company visits
- Welcome and Farewell Dinner

What is not included?

- Private meals, excursions and / or nightlife activities with students from partner universities (if applicable).





What are the deadlines?

- Registration is now open, first come, first serve
- Remaining students will be set on the waiting list
- Waitlisted students will receive notification when a slot becomes available
- Payment due by March 31st, 2020
- Cancellation deadline April 30th, 2020
(all moneys collected except a 50 € fee will be reimbursed)

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

- Write an e-mail to diana.lewinsky@hfwu.de with the following information:
- First name & surname, study program, current semester, address, mobile phone number

When will I know if I can participate?

- Within ten days after registration you will receive notification if you can participate

Where can I find more information?

- Visit <https://www.hfwu.de/study-tours-marketing/> or
- Send an email to diana.lewinsky@hfwu.de



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