



### *When and where will study tour take place?*

- July 18<sup>th</sup>, 2020 – July 31<sup>st</sup>, 2020 (Please note: departure from the Americas 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

### *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.



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<https://www.hfwu.de/study-tours-marketing/>



### *Who are the instructors?*

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

### *What are the academic requirements?*

- We strongly recommend that participants familiarize themselves with the topic in advance by reading the textbook Armstrong, G.; Kotler, P.; Harker, M.; Brennan, R.: Marketing – An Introduction, Pearson Education Limited; 4th edition 2019, ISBN 978-1292200309
- Students should prove good English language skills.

### *What are the costs?*

- Program fee for students from NGU's partner universities with a special agreement on tuition for study tours: 840 € (equaling approx. US\$ 970 as of now)
- Program fee for students from non-partner universities: 2,600 € (equaling approx. US\$ 3,003 as of now)
- Additional expenses for airfare, private activities and meals.
- All payments will be made in Euro. All Dollar amounts are only for orientation at an exchange rate of 1.00 € = 1.16 US\$.

### *What is included in the project fee?*

- Pick up service from Stuttgart Airport (STR) airport at a predetermined time
- Lectures and assessment
- Company visits (on-site) and company presentations (by a company representative at NGU)
- All transportation related to the program



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- Accommodation for 2 weeks: double room in 3\* hotel, daily breakfast, free WIFI
- Welcome and Farewell Dinner

### *What is not included?*

- Private meals, souvenirs, excursions, nightlife etc.
- Travel expenses to and from Nuertingen except the pickup service stated above
- Tuition at home institution if applicable
- Health and travel insurance
- Banking fees

### *What are the deadlines?*

- Deadline for registration March 16<sup>th</sup>, 2020
- Deadline for payment due after registration. NGU will send an invoice directly to the participants. All payments have to be made in Euro.
- Cancellation deadline April 30<sup>st</sup>, 2020

### *Registration process*

- Students register through the International Office of their home university
- We kindly ask the International Offices to preselect their candidates and to nominate them via e-mail to: [diana.lewinsky@hfwu.de](mailto:diana.lewinsky@hfwu.de)
  - ⇒ Advanced English language skills are necessary (B2 level)
- NGU will evaluate all nominations and communicate the list of participants to your International Office.



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## Assessment & grading

- 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, which 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) and will present those in the beginning of the next lecture.
- The students will also need to prepare at least two questions regarding (digital) marketing for each of the four company visits/presentations and need to send it to the instructor by 5 p.m. on the day before.
- A written exam with essay questions will take place on the last day of the Study Tour.
- Students will receive a certificate upon successfully completing the program.
- Articulation is subject to the home institution.

Recommendation for articulation			
Total contact hours	Workload	ECTS	US Credits
60	125 – 150	5 – 6	4

**!** Students can earn **12 ECTS (= 6 US Credits)** by completing an additional task. **!**  
This consists of writing a two-page reflection paper on the study tour.  
The deadline is one week after the end of the tour on August 07, 2020.  
Please let us know at registration if you want to complete the additional task.



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### *Cancellation policies*

- Students must withdraw in writing.
- Cancellation deadline: April 30<sup>th</sup>, 2020.
- Cancellation before April 30<sup>th</sup>, 2020: All moneys collected except a 100 € fee will be reimbursed.
- Cancellations after April 30<sup>th</sup>, 2020: No reimbursement except
  - ⇒ A medically verified injury or illness prevents students from travel: NGU 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 NGU suspends the tour.

### *Where can I find more information?*

- <https://www.hfwu.de/study-tours-marketing/>



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