

STUDY TOUR PROGRAM

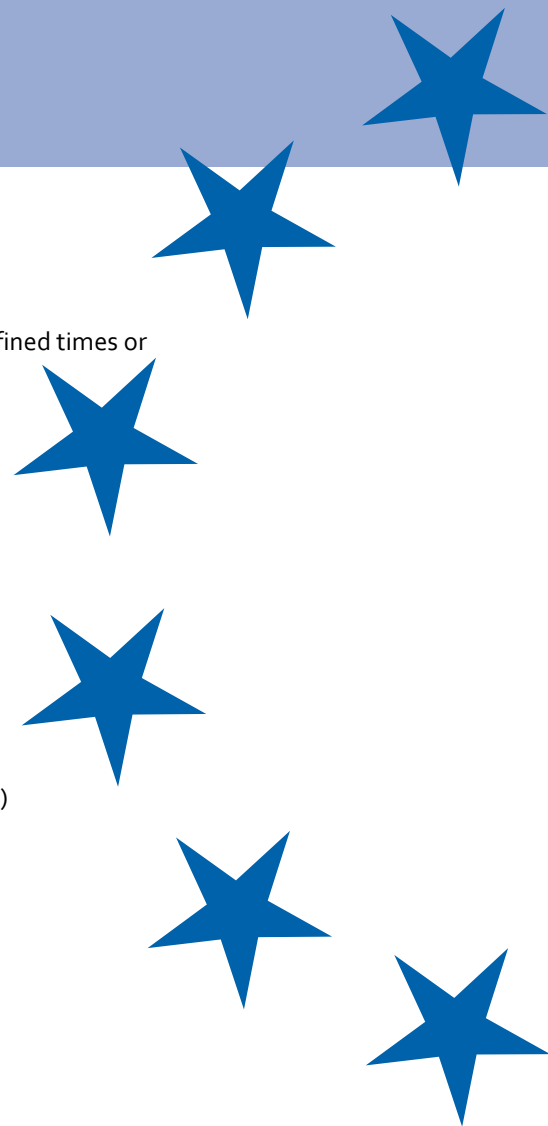
*May 27 – June 08, 2018 (as of September 21, 2017; preliminary)

Business Europe Study Tours

BEST



- _Fri May 25 **American students only:** Departure for Germany
- _Sat May 26 **American students only:** Arrival in Germany
 - _Pick-up service: Stuttgart Airport (STR) – Nuertingen at pre-defined times or
 - _Individual travel arrangements to the hotel in Nuertingen
 - _Informal get-together organized by German students
- _Sun May 27 **Program start: Nuertingen (Germany)**
 - _Orientation session
 - _Guided city tour
 - _Welcome Dinner
- _Mon May 28 **Nuertingen (Germany)**
 - _Lecture: Academic Introduction to EU and its industry clusters
 - _Company visit 1 (Automotive Industry)
- _Tue May 29 **Nuertingen (Germany)**
 - _Lecture: Company Presentation 1 (Guest speaker from Porsche)
 - _Lecture: Why International?
 - _Lecture: Cultural Differences
- _Wed May 30 **Nuertingen (Germany)**
 - _Lecture: Segmentation in International Marketing
 - _Group work 1
- _Thu May 31 **Nuertingen (Germany)**
 - _Lecture: Market Entry Strategies
 - _Lecture: Company presentation 2 (Guest Speaker from adidas)
- _Fri June 01 **Nuertingen (Germany)**
 - _Lecture: Product Policy in International Marketing
 - _Departure for Paris



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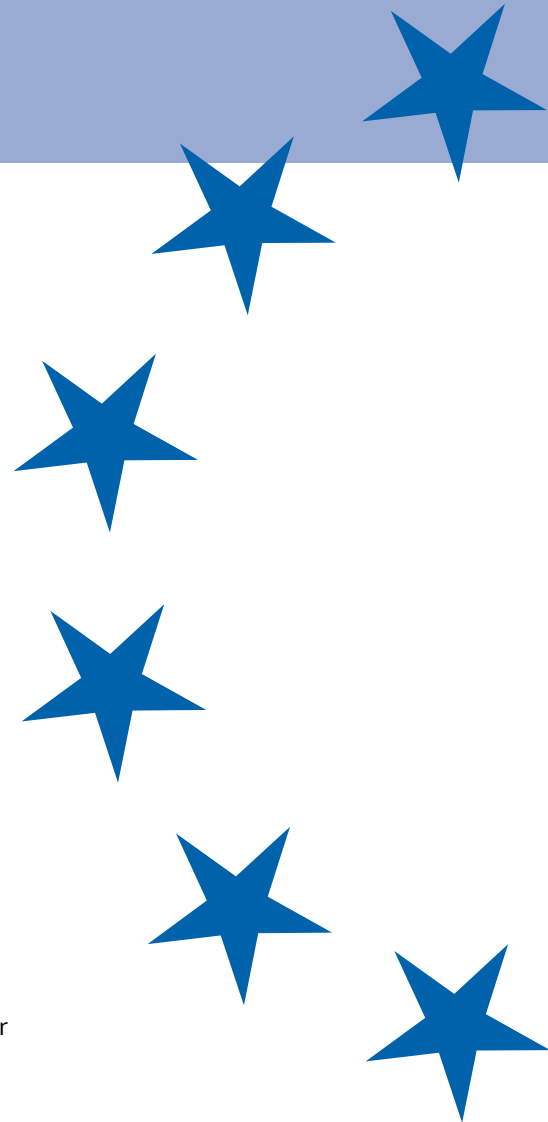
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- _Sat June 02 **Weekend activity Paris (France)**
- _Sun June 03 **Weekend activity Paris (France)**
- _Mon June 04 **Nuertingen (Germany)**
 - _Lecture: Pricing in International Marketing
 - _Group work 2
- _Tue June 05 **Nuertingen (Germany)**
 - _Lecture: Distribution in International Marketing
 - _Company visit 2 (Construction Industry)
- _Wed June 06 **Nuertingen (Germany)**
 - _Lecture: Communication in International Marketing
 - _Company visit 3 (Mechanical Engineering Industry)
- _Thu June 07 **Nuertingen (Germany)**
 - _Group work 3: Preparation of final presentations
- _Fri June 08 **Last day of the program: Nuertingen (Germany)**
 - _Final presentations
 - _Farewell Dinner and end of the program for German students
- _Sat June 09 **Departure**
 - _Independent travel to Stuttgart Airport (STR) and back home or
 - _Independent travel in Europe



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This program is for orientation and subject to change. Program as of September 11th, 2017.
For more details and latest updates please visit our website www.hfwu.de/ngu/best/.

Please do not hesitate to contact us for further information!

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