



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Language course/short course

h_da **International Marketing and Sales**
Darmstadt University of Applied Sciences • Darmstadt



Overview

Course location	Darmstadt
Teaching language	<ul style="list-style-type: none">English
Language level of course	<ul style="list-style-type: none">English: B1, B2, C1, C2
Date(s)	<ul style="list-style-type: none">28 December 2023 - 13 January 2024 (Registration deadline of course provider: 1 November 2023)
Mode of study	Less than 50% online
Phase(s) of attendance in Germany (applies to the entire course)	Yes, compulsory
Pace of course	Instructor-led (Specific due dates for lectures/assignments/exams)
Information on dates, prices and mode of study	<p>The winter university programme in Darmstadt is a blended programme.The on-site seminar is complemented and preceded by virtual sessions.</p> <p>Part 1 – online: 2 December, 9 December, 16 December, 22 December Part 2 – on-site in Darmstadt: 28 December 2023 – 13 January 2024</p>
Target group	The programme is aimed at motivated undergraduate and graduate students with a background in business administration, management studies, economics, marketing, and other related fields of study.
Description/content	The International Marketing and Sales (IMS) module deals with the growing importance of marketing management for the success of a product and the company. In many industries, the ever-increasing product adaptation and the fierce intensity of competition is placing specific demands on marketing and sales. The absence of differentiation potentials of the actual product can often be compensated by innovative sales and distribution concepts and channels, customer-focused advice and support, and effective processes and systems. At the same time, sales play a fundamental role for complex and innovative products and influence the economic success of a company. Empirical studies show the high success relevance of the sales process. Besides product satisfaction, customer satisfaction during the actual sale and the service received after the

purchase are customer loyalty factors – or the reason for customer churn. As a result, the sales department is gaining strategic importance within the management of companies.

This module is composed of lectures and tutorials that provide knowledge about the use of international marketing tools. Students will learn how to manage complex international marketing concepts. This module will focus on different requirements of business-to-business (B2B), business-to-consumer (B2C), customer segments and various industries as well as the selling of services and products.

Topics:

- Introduction International Marketing
- Introduction Sales Management
- Sales Management: Introduction, Face-to-Face, Selling
- Sales Management: Written and Telephone Sales
- Sales Management: E-Commerce and Complaint Management
- International Marketing: Introduction, Market Entry Decisions
- International Marketing: Product, Place, Price, Promotion

The on-site programme consists of seminars, case studies, and excursions to relevant companies.

Currently planned excursions (subject to change):

- Tour of **Lufthansa** Airbase and presentation about international marketing strategies at Deutsche Lufthansa
- Guided tour of **Stihl** Sales Department in Dieburg and presentation about international marketing campaigns
- Tour of the **HUB31** innovation and start-up centre with a focus on sustainable technology solutions, e.g. e-boats, drones, robotics and automated transportation systems, 3D-printers, etc.
- **Loop5** shopping centre: case study/analysis

German language courses:

In addition to the academic seminars, all students attend intensive German language courses. These courses are offered at three different levels (ranging from beginner to intermediate).

Join the winter university programme in Darmstadt and spend an unforgettable winter in Germany!

Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL)	No
Types of online learning elements	<ul style="list-style-type: none">• Online sessions
ECTS points (max.)	6
Average number of hours per week	30

Costs / Funding

Dates and costs • 28 December 2023 - 13 January 2024 (Registration deadline of course provider: 1 November 2023), **costs: EUR 2,100**

This price includes

- Course fees
- Accommodation
- Accompanying programme

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Part 1 – online: 2 December, 9 December, 16 December, 22 December

Part 2 – on-site in Darmstadt: 28 December 2023 – 13 January 2024

Requirements / Registration

Teaching language

- English

Language level of course

- English: B1, B2, C1, C2

Language requirements English: B1–C2

German: Previous knowledge of German is not required since the academic courses are taught in English. A German language course will be offered for all participants.

Submit application to <https://hda.moveon4.de/form/5d4d2987d76bd2a75a8b4567/eng>

Services

Is accommodation organised? Accommodation is arranged by the organiser.

Type of accommodation Hotel

Meals Breakfast at the hotel is included in the programme fee. Lunch is offered at the campus cafeteria at a very low price. Participants are responsible for making their own arrangements for dinner.

Is a social and leisure programme offered? Yes

Description of social and leisure programme The winter university programme in Darmstadt offers an exciting cultural and social programme:

- Intercultural training

- Excursions to Heidelberg and Frankfurt/Main
- Ice skating
- Indoor rock climbing
- Trivia night
- Coffee & cake event

Free internet access	Yes
Support in visa matters	Yes
Pick-up service from train station/airport	Yes



Short-Term Programmes at Hochschule Darmstadt University of Applied Sciences

Students and professors share their impressions of the short-term programmes offered by Hochschule Darmstadt University of Applied Sciences.

» more:
<https://www.youtube.com/watch?v=4u8jROFNrxc&t=66s>

– Darmstadt University of Applied Sciences –



Hochschule Darmstadt University of Applied Sciences

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Darmstadt University of Applied Sciences:

- One of the largest universities of applied sciences in Germany
- Member of the European University of Technology EUT+
- 16,000 students, 340 professors
- 12 departments with Bachelor's and Master's degrees in engineering, natural sciences, mathematics, computer sciences, business, social sciences, architecture, media, and design
- Practice-oriented education
- Worldwide network: over 140 partner universities
- International students represent approx. 20% of the student body

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University location

Darmstadt, also known as the "City of Science", is home to several scientific institutions, universities, and high-tech companies. The city is rich in old art nouveau establishments, such as Mathildenhöhe. Darmstadt is located in the vibrant metropolitan Rhine-Main area, right next to Europe's financial centre Frankfurt/Main and within easy reach of many major European cities.

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🌐 Course website: <https://wup.h-da.de/>

📷 <https://www.instagram.com/wupdarmstadt/>

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International Programmes in Germany - Database

www.daad.de/international-programmes

www.daad.de/sommerkurse

Editor

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German Academic Exchange Service

Section K23 – Information on Studying in Germany

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www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing

www.gate-germany.de

Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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