



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Language course/short course

Overview

Course location	Darmstadt
In cooperation with	Hessian Ministry of Higher Education, Research, Science, and the Arts
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">2 January - 23 January 2025 (Registration deadline of course provider: 20 October 2024)
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>An early-bird discount will be applied to applications received before 15 September 2024. In this case, the programme fee will be reduced to 2,100 EUR.</p> <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 one – online: December 2024 Part two – on-site in Darmstadt: 2–23 January 2025</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) course deals with the growing importance of international marketing management and sales for the success of a company. In many industries, product innovations and intense competition place special demands on marketing and sales. A lack of differentiation potential can often be compensated for by innovative sales concepts and channels, customer-oriented advice and support as well as effective processes and systems. At the same time, sales plays a fundamental role in complex and innovative products and impacts the economic success of a company. Empirical studies show, for example, that the sales process significantly contributes to success: alongside product satisfaction, customer satisfaction in both actual sales and after-sales service serves as a factor for customer loyalty – or as the reason for

customer churn. For this reason, sales is also becoming increasingly strategically important for company management. This course consists of lectures and exercises that impart knowledge about the application of international marketing and sales concepts. Students learn how to handle complex international marketing strategies. Different requirements of BtoB and BtoC customer segments, diverse industries, and the distribution of services or products are taken into account in this course.

Topics:

- Introduction to international marketing
- Introduction to sales management
- Personal selling
- Sales by telephone and written communication
- E-commerce and social commerce
- Complaint management
- Internationalisation
- Market entry modes
- Product and price policy
- Distribution policy
- Communication and international branding

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
- **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).

A detailed course description can be found on our website: <https://wup.h-da.de/index.php?id=19494>

A two-day **academic/cultural excursion to Munich and regional company visits** are part of the programme.

Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL)	No
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ECTS points (max.)	9
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Costs / Funding

Dates and costs	• 2 January - 23 January 2025 (Registration deadline of course provider: 20 October 2024), costs: EUR 2,300
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This price includes

- Course fees
- Accommodation
- Accompanying programme

Information on dates, prices and mode of study

An **early-bird discount** will be applied to applications received before 15 September 2024. In this case, the programme fee will be reduced to 2,100 EUR.

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Part one – online: December 2024

Part two – on-site in Darmstadt: 2–23 January 2025

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://wup.h-da.de/index.php?id=19478>

Services

Is accommodation organised?

Accommodation is arranged by the organiser.

Type of accommodation

Hotel

Meals

There is a shared kitchen on each floor of the hotel that students can use to make breakfast. They can also have breakfast at the hotel restaurant at their own expense. 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

Contact

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

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

Last update 05.12.2024 03:49:07

International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

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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".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research