



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Language course/short course



Marketing Essentials: Core Principles and Case Studies in Action

Ludwig-Maximilians-Universität München • München

Overview

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| Course location | München |
| Teaching language | <ul style="list-style-type: none">English |
| Language level of course | <ul style="list-style-type: none">English: B2, C1 |
| Date(s) | <ul style="list-style-type: none">28 July - 14 August 2025 (Registration deadline of course provider: 1 May 2025) |
| 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 | <ul style="list-style-type: none">Online, 28 July – 1 AugustIn-person in Munich, 4 – 14 August |
| Target group | This course is offered to Bachelor's and Master's students from all faculties and young professionals with an interest in marketing and management. |
| Description/content | <p>Learning Objectives:</p> <p>This course introduces students to the pivotal role of marketing within organisations. It focuses on marketing strategy as a cohesive, integrated plan aimed at meeting consumer needs and facilitating successful exchanges. Case studies and real-world examples are used to familiarise students with the subject.</p> <p>By the end of the course, students will have a solid grasp of key strategic marketing challenges and be equipped to make informed marketing and management decisions.</p> <p>Teaching Concept:</p> <p>We believe that successful management hinges on both "doing the right things" and "doing things right". This often involves making choices from numerous options with outcomes that only become evident over time. We provide the expertise to tackle decision-making challenges in market-based management, offering both specialised knowledge and training in applying and deriving marketing strategies and interpreting the final results.</p> |

Course details

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|--|------------------------------|
| Recognised language exams offered (e.g. DSH, TestDaF, TOEFL) | No |
| Other degrees / qualifications awarded | Certificate of participation |
| Online learning element is part of a study programme | Yes |
| ECTS points (max.) | 6 |
| Average number of hours per week | 20 |
| Average number of participants per group/course | 18 |

Costs / Funding

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|--|---|
| Dates and costs | <ul style="list-style-type: none">28 July - 14 August 2025 (Registration deadline of course provider: 1 May 2025), costs: EUR 1,100 |
| This price includes | <ul style="list-style-type: none">Course feesAccompanying programme |
| Information on dates, prices and mode of study | <ul style="list-style-type: none">Online, 28 July – 1 AugustIn-person in Munich, 4 – 14 August |

Requirements / Registration

| | |
|--------------------------|---|
| Teaching language | <ul style="list-style-type: none">English |
| Language level of course | <ul style="list-style-type: none">English: B2, C1 |

Language requirements A prerequisite for participation is a good command of written and spoken English.

Lectures, tutorials, presentations and examinations will be held in English. Even though we do not require students to submit language test results, we urge students with poor English language skills to abstain from applying. Knowledge of German is not a prerequisite.

Technical equipment and programmes

Internet access
Moodle as well as Zoom

Submit application to

https://www.mec-misu.de/en/content/mec_registration

Services

Is accommodation organised?

Accommodation is arranged by the organiser.

Type of accommodation

The Munich International Summer University (MISU) at the Ludwig Maximilian University of Munich (LMU) offers accommodation options.

330 EUR (shared double room with bathroom on the floor)

390 EUR (shared double room with bathroom)

Meals

The canteen of the "Studierendenwerk München Oberbayern" offers meals that range from 4 to 7 EUR from Monday to Friday.

Is a social and leisure programme offered?

Yes

Description of social and leisure programme

City tour, day trips

Free internet access

Yes

Support in visa matters

Yes

Pick-up service from train station/airport

No

Contact

Ludwig-Maximilians-Universität München

International Office

Geschwister-Scholl-Platz 1
80539 München

✉ contact@lmu-misu.de

🌐 Course website: <https://www.mec-misu.de/en>

📷 https://www.instagram.com/misu_munich/

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International Programmes in Germany - Database

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

Editor

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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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