

European Marketing Week Sigmaringen October 2013

European short-term study abroad program - fall edition

Lecturers:

Peter Schmidt-Endrullis
Uwe Sachse
& guest lecturers

Language of instruction: English

In cooperation with:



Hogeschool
Leiden (NL)



Obuda
University
Budapest (HU)



Tampere
University of
Applied Science
(FIN)



Focal topics:

Marketing Communication

incl.:

Brand communication
Psychology of Communication
&
field trip to a local company
&
optional weekend programme
(additional costs may be incurred).

Organization: Roland Schwald



Hochschule
Albstadt-Sigmaringen
Albstadt-Sigmaringen University

<http://www.hs-albsig.de/studium/betriebswirtschaft/EMW/Seiten/default.aspx>

Friday 4th October 2013 until Friday 11th October 2013

Department of Business and Computer Science, Sigmaringen, Germany

European Marketing Week - Sigmaringen October 2013

	Thursday 03.10.2013	Friday 04.10.2013	Saturday 05.10.2013	Sunday 06.10.2013	Monday 07.10.2013	Tuesday 08.10.2013	Wednesday 09.10.2013	Thursday 10.10.2013	Friday 11.10.2013	Saturday 12.10.2013		
08:00 h			Field trip	Field trip (afternoon)	Lecture MKT Communication <i>Lecturer ASU</i>	Guest Lecture <i>Guest Lecturer</i>	Lecture MKT Communication <i>Lecturer ASU</i>	Lecture MKT Communication <i>Lecturer ASU</i>	Preparation of final presentations			
-09:30 h	Participants arrive					coffee break	coffee break	coffee break	coffee break	coffee break		
09:30 h - 09:45 h		Address of welcome				Lecture MKT Communication <i>Lecturer ASU</i>	Guest Lecture <i>Guest Lecturer</i>	Lecture MKT Communication <i>Lecturer ASU</i>	Lecture MKT Communication <i>Lecturer ASU</i>	Preparation of final presentations		
09:45 h						coffee break	coffee break	coffee break	coffee break	coffee break		
-11:15 h		Various				Lecture MKT Communication <i>Lecturer ASU</i>	Guest Lecture <i>Guest Lecturer</i>	Lecture MKT Communication <i>Lecturer ASU</i>	Lecture MKT Communication <i>Lecturer ASU</i>	Preparation of final presentations		
11:15 - 11:30 h		coffee break				coffee break	coffee break		coffee break	coffee break		
11:30		Lecture MKT Communication <i>Lecturer ASU</i>				Lecture MKT Communication <i>Lecturer ASU</i>	Guest Lecture <i>Guest Lecturer</i>	Field study trip to a local company	Lecture MKT Communication <i>Lecturer ASU</i>	Preparation of final presentations		
-12:00 h		lunch				lunch	lunch		lunch	lunch	lunch	
13:00 h - 14:00 h		Lecture MKT Communication <i>Lecturer ASU</i>				Guest Lecture <i>Guest Lecturer</i>	Lecture MKT Communication <i>Lecturer ASU</i>		Lecture MKT Communication <i>Lecturer ASU</i>	Lecture MKT Communication <i>Lecturer ASU</i>	final presentations final presentations final presentations final presentations final presentations final presentations	
14:00 h		coffee break				coffee break	coffee break			coffee break	final presentations final presentations final presentations final presentations final presentations final presentations	
-15:30 h		Lecture MKT Communication <i>Lecturer ASU</i>		Guest Lecture <i>Guest Lecturer</i>	Lecture MKT Communication <i>Lecturer ASU</i>		Preparation of final presentations					
15:30 h - 15:45 h	coffee break		coffee break	coffee break								
15:45 h	Lecture MKT Communication <i>Lecturer ASU</i>		Guest Lecture <i>Guest Lecturer</i>	Lecture MKT Communication <i>Lecturer ASU</i>								
-17:15 h	Cultural activity		coffee break	coffee break								
17:15 h - 17:30 h			Guest Lecture <i>Guest Lecturer</i>	directed self study								
17:30 h												
-19:00 h								final presentations				

Subject to change! The lecturers will inform you during classes about any necessary changes. Classes will usually take place in room 604.

ASU = Albstadt-Sigmaringen University