



HWR Berlin Summer School Markets and Management in Europe (M+M)

Overview

This course explores themes such as intercultural management, marketing, and economics in order to investigate European business and its interaction with the rest of the world.

Date

3 – 23 July 2022

Course Content

- Cultural Management
- Economics of the European Union
- Marketing for the Automotive Industry

The course programme also includes:

- Study visits to companies
- Module on German culture and society from an intercultural perspective

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Upper undergraduate students of business and economics (after two years of study) or graduates with good standing.

Number of Participants

20–25

Course Fees

€ 950 (without accommodation)

This includes tuition and programme fees, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

Credits

- 6 ECTS: Business Programme
- 1 ECTS: German culture & society module
- Up to 7 ECTS credits

Accommodation

- Student hostel (double room)
- Arrival 3 July (move-in), departure 23 July (move-out)
- Optional booking upon request

Culture and Leisure Time Programme

The summer school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, boat trip, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

Registration Deadline

- 1 April 2022
- 15 March 2022 for nominated students from partner universities

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

This course provides students with an insight into key aspects of marketing and management within the European business context. Students will develop an understanding of the value of cross-cultural/diversity management and its associated concepts, benefits and pitfalls. After the programme students will also be able to assess the state of European political and economic integration, and will explore the EU's role within global markets. Students will undertake an analysis of marketing and branding strategies in the automotive industry in order to understand consumer behaviour, market segmentation and target group modelling. They will also be equipped to develop and present marketing communication concepts related to branding strategies.

For a more detailed syllabus, please email summer@hwr-berlin.de

Lecturers

John Davies (senior lecturer), Prof Dr. Beatrix Dietz, TBD

Week 1

Day	Cross-Cultural Management
1	• Understanding culture & understanding diversity
2	• Cross-cultural mentoring and diversity training • Study visit: German Historical Museum
3	• Successful implementation of cross-cultural and diversity management programmes
4	• Assessment: written test

Week 2

Day	Economics of the European Union
	• Introduction: present state of the European Union
1	• EU decision-making • Study visit to the Representation of the EU in Berlin
2	• Composition of EU trade/trade integration
3	• EU regional policy/labour markets and migration
4	• EMU and Eurozone • Crisis facing the EU
5	• Assessment: written test

Week 3

Day	Marketing for the Automotive Industry
1	• Review marketing basics • Automotive markets
2	• Automotive markets and marketing
3	• Study visit: e.g. BMW or Volkswagen
4	• Automotive marketing and branding
5	• Assessment: presentation

Weeks 1–3: Additional Module

German Culture and Society: Intercultural Perspectives
• Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers
• The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

* Course content/lecturers may be subject to change