



COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Summer Semester
2024

Information provided in this catalogue
might change if circumstances demand it!

INTERNATIONAL BUSINESS PROGRAMS

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INTERNATIONAL BUSINESS PROGRAMS

Other Important Offices:				0911/5880-
Studienbüro <i>Application, Enrolment, Exams, Internship</i> Dürrenhofstr. 6, Gebäude BM (so-called HDI-Turm), 2 nd floor	Mon, Tue, and Thu Wed	9:00 – 16:00 9:00 – 14:00	By Email: Please use the email address for the Business Faculty: studienbuero-bw@th-nuernberg.de	-4004
International Office <i>Semester Abroad</i> Wassertorstr. 8, Building WF, 2 nd floor	Mon+Wed Tue+Thu	9:30 – 11:30 13:00 – 15:00 and by appointment	Semsi Colak (EU countries, Australia, South Africa, Asia) Renate Zehetbauer (North/South America, Russia, Ukraine) Christina Hempel (Internship advisor) Olga Strobel (Exchange students)	- 4851 - 4115 - 4113 - 4136
Library Prinzregentenufer 37, (Building KL), ground floor	Mon-Fri Sat, Sun and Holi- days	10:00 – 16:00 closed	Service Desk Hotline Book Check-Out (klick & collect) and Extension of Due Dates: bibliothek@th-nuernberg.de Interlibrary Loan: bib-fernleihe@th-nuernberg.de	- 4000 - 4242
Computer Labs Bahnhofstr. 87, 1 st floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat <i>Semester</i> <i>Break:</i> Mon-Thu Fri	8:00 – 20:30 8:00 – 19:30 9:00 – 15:30 8:00 – 16:00 8:00 – 14:00	Roland Buhl (room BL.103a) Mike Schönert (room BL.103a) Dominik Wiendl (room BL.103a)	- 2761 - 2768 -2763
Language Center Wassertorstr. 6, 1 st floor	Mon-Fri	8:00 – 12:00	Stilla Leidel Adriana Freitas language-center@th-nuernberg.de	- 4092 - 4089
OHM Professional School Keßlerstr. 1 90489 Nürnberg	Mon-Thu Fri	9:00 – 16:00 9:00 – 15:00	Information Desk: info@ohm-professional-school.de Webpage: www.ohm-professional-school.de	- 2800

INTERNATIONAL BUSINESS PROGRAMS

2. Semester Schedule: Summer Semester 2024

Yellow = might be updated

THN semester schedule: <https://www.th-nuernberg.de/studium-karriere/wichtiges-zum-studienstart/termine-im-ueberblick/>

Semester: 15 March 2024 – 30 September 2024

06 Mar, 10 am	ONLINE: Welcome and short introduction for 1st semester M-IFE and M-IMA students Zoom-Meeting details will be send via e-mail
20 Feb - 27 Mar	Online-Registration for Language Courses (voluntary courses that are not part of MIFE) at http://www.th-nuernberg.de/sprachen (<i>Semesterbegleitende Kurse</i>)
07 Mar – 13 Mar	Online-Registration for General Electives Courses (voluntary courses that are not part of MIMA) at http://www.th-nuernberg.de/awpf
14 Mar, 3 pm – 17 Mar 6 pm	Online Registration for M-IMA courses: Due to administrative reasons, please register for all courses https://virtuohm.ohmportal.de
13 Mar (all day)	IN- PERSON: Welcome new MIMA students (1st semester students), library tour, campus tour
18 Mar, 8 am	Start of <u>Lectures</u>
28 Mar – 2 Apr	Easter holidays, no lectures
15 Apr	<u>For students in their first semester:</u> Until this date requests to the IB-Examination Board for recognition of courses from prior studies should be submitted..
24 Apr – 05 May (mid-night)	<u>Registration Period for Exams</u>
tba	Preliminary examination schedule
May 1	Public holiday- no lectures
27 May – 2 Jun (mid-night)	<u>Withdrawal Period for Exams</u> Until this date, registered exams can be changed/ deleted. Afterwards, registered exams are binding.
9 May	Ascension Day, no lectures
tba	Announcement of the binding schedule for all exams (place and time) in my.ohm
17 May – 21 May	Pentecost, no lectures
30 May	Corpus Christi, no lectures
tba	<u>Re-registration/ Re-enrolment for the Upcoming Semester</u>
28 – 4 Jul	Tests for Small Groups
28 Jun	End of lectures
08 – 26 Jul	Final exams
26 Jul – 30 Sep	"vorlesungsfreie Zeit", no regular courses held during this time

INTERNATIONAL BUSINESS PROGRAMS

Abbreviations:

ECTS = European Credit Transfer System; **h/w** = hours per week; **hour** = 45 min.

SoSe = Summer Semester; **WiSe** = Winter Semester; **X-Change** = Exchange Students

Days and Times of Lectures:

Mon	Monday
Tue	Tuesday
Wed	Wednesday
Thu	Thursday
Fri	Friday
Sat	Saturday

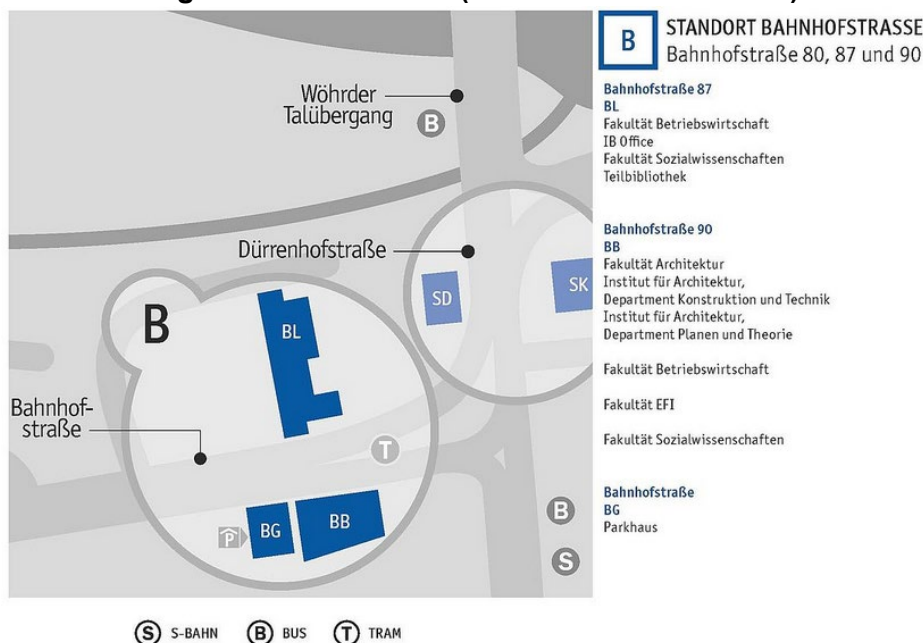
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

Example: Wed 3 = Wednesdays
from 11.30 till 13.00 h

Lecture/Seminar Rooms:

BL = Building Bahnhofstraße 87 (main building)

BB = Building Bahnhofstraße 90 (close to railroad tracks)



Legend for Exchange Students:

■ **Open to all Master's exchange students**

● **Not open to exchange students**

(L)= Lecture – Attendance permitted even if English test result is below 60 %.

(S)= Seminar – Attendance only permitted if English test result is 60% or higher.

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3. Master of Arts in International Marketing (M-IMA)

3.1. M-IMA Bridging Courses (Pre-master)

*Bridging courses are for students of the Master program in International Marketing whose prior degree is based on less than 210 ECTS or who need to strengthen their knowledge in Marketing. **In total**, you will need courses which will earn you at least 30 ECTS!*

The courses will be selected for you from the Bachelor program in International Business

The course catalogue of the Bachelor program in International Business you will find at: <http://www.th-nuernberg.de/seitenbaum/fakultaeten/betriebswirtschaft/studienangebot/international-business-study-programs/download-area/ib-bachelor-downloads/page.html>

You will be informed about the courses we selected for you latest by mid of September.

3.2 M-IMA Compulsory Studies

M-IMA – Compulsory Studies

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
4010 4020	Analysis of and Access to International Markets	9	6	<i>Both courses have to be taken together!</i>			only SoSe Dates: March 22, April 12+23 Please register: https://vir-tuohm.ohmpor.tal.de	●
	International Marketing Research		4	Bienert	Thu 4 + 3 whole days	BB.005 ¹⁾		
	Cross-Cultural Marketing		2	Bienert	Thu 3	BB.005 ¹⁾		
4110 4120	Creation of International Market Offers	9	6	<i>Both courses have to be taken together!</i>			only WiSe	●
	Business-to-Business Marketing		4					
	Applied Research Project		2					
4210 4220	International Marketing Tools	9	6	<i>Both courses have to be taken together!</i>			only WiSe	▼ (S) Please consult with professor.
	Quantitative Methods / Statistics		4					
	SPSS / Implementation in Python		2					
4310 4320	Industrial Product and Market Development	9	6	<i>Both courses have to be taken together!</i>			only SoSe Dates: Monday 18.3 Kick-off at 11.30 am (BL.205) Further dates to be announced Please register: https://vir-tuohm.ohmpor.tal.de	●
	Product and Market Development - Theory		2	Blum / Bilgram	Wed 2	BB.005 ¹⁾		
	Applied Business Development Project		4	Blum / Bilgram	Wed 1+ 3 whole days	BB.005 ¹⁾		
4400	General Studies and Thesis	30						
	Business Ethics	3	2	Bienert	Thu 2	BB.005 ¹⁾	only SoSe Please register: https://vir-tuohm.ohmpor.tal.de	▼ (S) Please consult with professor.
	Master Seminar	3	2	Bienert/Blum/Brambach/Riedmüller/Hahn			Blocked; Please consult with professor;	●

3.3 M-IMA Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6110	Strategic Market Management	6	4	Brambach	Wed 4+5	BB.005 ¹⁾	only SoSe Please register: https://vir-tuohm.ohmpor-tal.de	▼ (S) Please consult with professor.
6103	International Communication	6	4				only WiSe	▼ (S) Please consult with professor.
6109	Consumer Psychology and Pricing	6	4				only WiSe	●
6112	Applied User Experience Research	6	4	Hahn / Winkler	Tue 2+3	BB.001 ¹⁾	only SoSe Please register: https://vir-tuohm.ohmpor-tal.de	▼ (S) Please consult with professor.
6111	Sponsorship-Linked Marketing	6	4	Riedmüller	Tue 1+ 3 whole days	BL.207	only SoSe Dates: April 19, May 24, June 21 Please register: https://vir-tuohm.ohmpor-tal.de	▼ (S)
8241	Behavioral Economics	6	4				only WiSe; in English; Limited number of participants – Consult with lecturer, individual students welcome!	■ (S)

¹⁾ Bahnhofstr. 90, ground floor

INTERNATIONAL BUSINESS PROGRAMS



DIE OFFIZIELLE FACHSCHAFT BW BUSINESS STUDENT ASSOCIATION

WHAT IS THE “FACHSCHAFT”?

We are a group of students from the Business Administration Faculty. Our main task is to represent your interests and needs, as well as to improve your experience on campus in cooperation with the Ohm.

Every semester we organize a series of events, workshops & parties for you to connect with your fellow students! You can find a full range of our activities on our website.

THE STUDENT REPRESENTATIVES - ELECTIONS 2023

- Florian Gierse
- Vanessa Stöckel
- Verena Dörr
- Larissa Meyer
- Valiko Movisisyan
- Arber Babaj
- Markus Liberopoulos
- Mark Binder

Get in contact with your representative -> <https://fachschaftbw-ohm.de/wahl/>

HOW CAN WE SUPPORT YOU?

The daily student life can be challenging, and therefore we have set up a dedicated student support page with hacks & checklists for your studies. Some of these guides will prove very valuable for international students. You also have the opportunity to submit your own questions!

STUDY SUPPORT

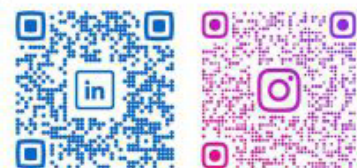


YOU WANT TO JOIN THE FACHSCHAFT?

If you are motivated to help organize and run events as well as represent student interests, please email us to attend our next meeting to get an idea of who we are! It's worth mentioning that our official meetings are strictly held in German.

For more information, [check out our website!](#)

FOLLOW US ON SOCIAL MEDIA



Tel: 0911-58802600
E-Mail: bw-fachschaft@th-nuernberg.de
ROOM: RONDELL BL.008

MORE INFORMATION ON [FACHSCHAFTBW-OHM.DE](https://fachschaftbw-ohm.de)



The TH keeps you in shape!



Did you know that being a TH Nürnberg student you are eligible to participate in sports courses offered by the “Institut für Sportwissenschaft & Sport” in Nuremberg and Erlangen?

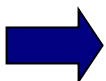
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- Sports classes for beginners up to advanced levels
- Individual sports and team sports
- Inter-university championships

Fees for sport classes vary but are typically very low.

How to enrol in sports courses?

If you want to get serious about physical exercising, you need to register online. The registration form, along with a complete list and detailed descriptions of all classes offered, are at:



<https://www.hochschulsport.fau.de/kurse-classes/>

You need to register quickly, otherwise courses might be filled.