



TECHNISCHE HOCHSCHULE NÜRNBERG
GEORG SIMON OHM

COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Summer Semester
2019

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

INTERNATIONAL BUSINESS PROGRAMS

1. Contacts

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Important information will also be posted on the bulletin board on the 2nd floor.

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INTERNATIONAL BUSINESS PROGRAMS

Other Important Offices:				0911/5880-
Studierendenservice <i>Enrolment, Exam Results</i> Prinzregentenufer 41, Building KJ (container in front of the 'old/white villa')	Mon-Thu Fri <i>Semester</i> <i>Break:</i> Mon- Thu Fri	7:30 – 16:00 7:30 – 14:00 7:30 – 15:00 7:30 – 13:00	studierendenservice@th-nuernberg.de	-4004
Special requests			Doris Kübler (B-IBT, M-IFE, M-IMA) Doris.Kuebler@th-nuernberg.de Sieglinde Steger (B-IB) Sieglinde.Steger@th-nuernberg.de	- 4357 - 4812
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) Christin Kellner (South Africa, Asia, Australia) Renate Zehetbauer (North/South America, Russia, Ukraine) Christina Hempel (Internship advisor) Margit Lange (Exchange students)	- 4851 - 4132 - 4115 - 4113 - 4135
Business and Social Sciences Library Bahnhofstr. 87, ground floor, BL.006a	Mon-Fri Sat <i>Semester</i> <i>Break:</i> Mon- Fri	9:00 – 21:00 9:00 – 18:00 10:00 - 19:00	Reception Desk Book Check-Out and Extension of Due Dates: Bibliothek@th-nuernberg.de Research Requests: Bib-Hotline@th-nuernberg.de	- 4477 - 4000
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 8:30 – 15:30 8:00 – 16:00 8:00 – 14:00	Roland Buhl (room BL.103a) n.n. (room BL.103a) Mike Schönert (room BL.103a)	- 2761 - 2762 - 2768
Language Center Innere Kramer- Klett-Str. 4-8, Building SC ground floor	Mon-Thu Tue+Thu	8:00 – 12:00 13:00 – 15:00	Heike Haundel Katrin Hestermann language-center@th-nuernberg.de	- 4094 - 4089
Management Institute Kressengartenstr.2, Building SK 3 rd floor	Mon-Thu Fri	9:00 – 16:00 9:00 – 15:00	Information Desk info@gso-mi.de Webpage: www.gso-mi.de	- 2800

INTERNATIONAL BUSINESS PROGRAMS

2. Semester Schedule: Summer Semester 2019

Start: March 15th, 2019

End: September 30th, 2019

Monday to Saturday	Feb. 25 th till March 30 th (midnight)	08:00 h	Online-Registration for Language Courses at https://www.th-nuernberg.de/einrichtungen-gesamt/institute/language-center-institut-fuer-sprachen-und-interkulturelle-kompetenz/login/
Monday to Sunday	March 11 th till March 17 th (18:00 h)	15:00 h	Online-Registration for Master Courses with a Limited Number of Participants through virtuOHM: https://virtuohm.ohmportal.de
Friday	March 15 th	09:30h 11:00h	Welcome of new students for the Master in International Marketing (MIMA) (room BL.215) Guided library tour (ground floor) in English
Thursday to Tuesday	April 18 th till April 23 rd	Public Holiday - No Lectures (Easter)	
Friday	April 12 th	For students in their first semester: Until this date requests to the IB-Examination Board for recognition of courses from prior studies / internships should be submitted.	
Friday	April 12 th	17:00 h	Business Graduation Night – Spring 2019 (register at: http://bwc188113.bw.fh-nuernberg.de/bwAbsolv/index.asp)
Wednesday to Sunday	April 24 th till May 5 th (midnight)	Registration Period for Exams (https://virtuohm.ohmportal.de)	
Wednesday	May 1 st	Public Holiday - No Lectures (Labor Day)	
Tuesday	May 14 th	11:00 h – 15:00 h	Summer Career Day Bahnhofstr. 87, ground floor https://www.th-nuernberg.de/fakultaeten/bw/fakultaet/veranstaltungsevents/summer-career-day-2019/
Thursday	May 30 th	Public Holiday - No Lectures (Ascension Day)	
Saturday to Friday	May 25 th till May 31 st (midnight)	Withdrawal Period from Exam Registrations (https://virtuohm.ohmportal.de)	
Friday till Tuesday	June 7 th till June 11 th	Public Holiday - No Lectures (Pentecost)	
Thursday	June 20 th	Public Holiday - No Lectures (Corpus Christi)	
Wednesday to Tuesday	June 26 th till July 2 nd	Tests for Small Groups	
Wednesday	July 3 rd	End of Lectures (No lectures on this day and afterwards!)	
Thursday to Friday	July 4 th till July 26 th	Final Exams	
Saturday to Monday	July 27 th till September 30 th	Semester Break	
Monday to Monday	June 3 rd till June 17 th	Re-registration for the Upcoming Semester	

INTERNATIONAL BUSINESS PROGRAMS

Abbreviations:

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

Days and Times of Lectures

Mon = Monday	Block 1:	8.00 till 9.30 h
Tue = Tuesday	Block 2:	9.45 till 11.15 h
Wed = Wednesday	Block 3:	11.30 till 13.00 h
Thu = Thursday	Block 4:	14.00 till 15.30 h
Fri = Friday	Block 5:	15.45 till 17.15 h
Sat = Saturday	Block 6:	17.30 till 19.00 h
	Block 7:	19.15 till 20.45 h

Example: Wed 3 =
Wednesday from 11.30 till 13.00 h

Lecture/Seminar Rooms

BL = Building Bahnhofstraße 87 (main building)

BB = Building Bahnhofstraße 90 (close to railroad tracks)

SS = Summer Semester; **WS** = Winter Semester; **X-Change** = Exchange Students

Legend for Exchange Students:

- **For all Master exchange students**
- **For Master exchange students who meet certain conditions**
- **Not for exchange students**

(L)= Lecture – Attendance possible even if English test result below 60 %

(S)= Seminar – Attendance is allowed only 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 from which you may choose you will find in the course catalogue of the Bachelor program in International Business on **pages 9 + 10 and 11 – 14**. In addition, you may also choose from **page 6** the courses in **Business Mathematics** or **Business Statistics**. 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>*

Once you have chosen your courses, please send your list via email to Prof. Dr. Bienert Margo.Bienert@th-nuernberg.de and get her approval.

3.2 M-IMA Compulsory Studies

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
4010	International Marketing Research	6	4	Bienert	Thu 4 + 3 x Mondays	BL.112 BB.001	only SS <u>First Date for Monday:</u> April 1; remaining dates will be announced in class.	■
4020	Cross Cultural Marketing	3	2	Bienert	Thu 2	BB.001	only SS	■
4110	Business-to-Business Marketing	6	4	_____			only WS	■
4120	B-to-B Applied Research Project	3	2	_____			only WS .	■
4210	Applied Quantitative Methods in Marketing	6*)	2	_____			only WS Only together with SPSS	■ (S) Please consult with professor.
4220	SPSS	3	2	_____			only WS Only together with Applied Quantitative Methods	■ (S) Please consult with professor.
4310	Product and Market Development - Theory	3	2	Blum	Wed 1	BL.217	only SS	■
4320	Applied Business P+M Development Project	6	4	Blum	Wed 2 + 3 x Mondays	BL.217 BB.001	only SS <u>First meeting:</u> March 18 from 11:30 - 15:30 h in room BB.005! No lecture on March 20! <u>First Date for Monday:</u> March 25; remaining dates will be announced in class.	■
4400	Business Ethics	3	2	Bienert	Thu 3	BL.207	only SS	■ (S) Please consult with professor.
	Master Seminar	3	2	Bienert/ Blum/ Brambach/ Riedmüller			Blocked; Please consult with professor;	■
	Electives	24	16	<i>Please refer to 3.3 on next page!</i>				

1) Bahnhofstraße 90, ground floor

*) Includes 3 ECTS for extensive study paper.

3.3 M-IMA Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6015	Pricing and Consumer Decisions	3	2	_____			only WS	■
6070	E-Commerce in Marketing	3	2	_____			only WS	■ (S) Please consult with professor.
6077	Marketing and Controlling	3	2	Stemmermann	Tue 3	BL.318	only SS	■ (S) Please consult with professor.
6081	Strategic Marketing	3	2	Brambach	Wed 3	BL.207	only SS	■ (S) Please consult with professor.
6097	Surveys in Social Research	6	4	Bienert	Thu 5	BL.215	only SS	■ (S) Please consult with professor.
6103	International Communications	3	2	_____				■ (S) Please consult with professor.
6107	Consumer Experience (Observation and Tutorial)	3	2	_____				■ (S) Please consult with professor.
	Advanced Digital Market Research	6	4	Hahn	Tue 4 +5	BL.318	Workshop on <u>April 5</u> from 9:45 – 17:15 h in room KA.038 (Learning Lab); attendance mandatory; no lectures on May 21 and June 25	■ (S) Please consult with professor.

1) Bahnhofstraße 90, ground floor.



The OHM 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?

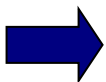
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- 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 via the web. The registration form, along with a complete list and detailed descriptions of all classes offered, are at:



<https://www.hochschulsport.fau.de/category/kursangebot/>

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