



TECHNISCHE HOCHSCHULE NÜRNBERG  
GEORG SIMON OHM

# COURSE CATALOGUE

International Marketing  
Master of Arts (M.A.)

Winter Semester  
2018-19

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 2<sup>nd</sup> floor.**

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## INTERNATIONAL BUSINESS PROGRAMS

Other Important Offices:			0911/5880-	
<b>Studierendenservice</b> <i>Enrolment,</i> <i>Exam Results</i>  Prinzregentenufer 41, Building KJ (container in front of the 'old/white villa')	Mon-Thu Fri  <u>Semester</u> <u>Break:</u> Mon- Thu Fri	7:30 – 16:00 7:30 – 14:00  9:00 – 15:00 9:00 – 13:00	<a href="mailto:studierendenservice@th-nuernberg.de">studierendenservice@th-nuernberg.de</a>	-4004
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<b>Special requests</b>			Doris Kübler (B-IBT, M-IFE, M-IMA) <a href="mailto:Doris.Kuebler@th-nuernberg.de">Doris.Kuebler@th-nuernberg.de</a> Sieglinde Steger (B-IB) <a href="mailto:Sieglinde.Steger@th-nuernberg.de">Sieglinde.Steger@th-nuernberg.de</a>	- 4357 - 4812
<b>International Office</b> <i>Semester Abroad</i>  Wassertorstr. 8, Building WF, 2 <sup>nd</sup> floor	Mon+Wed Tue+Thu	9:30 – 11:30 13:00 – 15:00 and by appointment	Sems Colak (EU countries, Australia) Christin Kellner (South Africa, Asia) Renate Zehetbauer (North/South America, Russia, Ukraine) Franziska Utomo (internship advisor) Margit Lange (Exchange students) Chiara Cerri (International student advisor)	- 4851 - 4132 - 4115 - 4113 - 4135 - 4229
<b>Business and Social Sciences Library</b> Bahnhofstr. 87, ground floor, BL.006a	Mon-Fri Sat <u>Semester</u> <u>Break:</u> Mon- Fri	9:00 – 21:00 9:00 – 18:00  11:00 - 19:00	Reception Desk <b>Book Check-Out and Extension of Due Dates:</b> <a href="mailto:Bibliothek@th-nuernberg.de">Bibliothek@th-nuernberg.de</a> <b>Research Requests:</b> <a href="mailto:Bib-Hotline@th-nuernberg.de">Bib-Hotline@th-nuernberg.de</a>	- 4477 - 4000
<b>Computer Labs</b> Bahnhofstr. 87, 1 <sup>st</sup> floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat <u>Semester</u> <u>Break:</u> 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) Reinhold Trinkl (room BL.103a) Mike Schönert (room BL.103a)	- 2761 - 2762 - 2768
<b>Language Center</b> Innere Kramer-Klett-Str. 4-8, Building SC ground floor	Mon-Fr Tue+Thu	8:00 – 12:00 13:00 – 15:00	Heike Haundel Kerstin Hestermann  <a href="mailto:language-center@th-nuernberg.de">language-center@th-nuernberg.de</a>	- 4094 - 4089
<b>OHM Professional School</b> Kressengartenstr.2, Building SK 3 <sup>rd</sup> floor	Mon-Thu Fri	9:00 – 16:00 9:00 – 15:00	Information Desk <a href="mailto:ohm-professional-school@th-nuernberg.de">ohm-professional-school@th-nuernberg.de</a> Webpage: <a href="http://www.ohm-professional-school.de">www.ohm-professional-school.de</a>	- 2800

# INTERNATIONAL BUSINESS PROGRAMS

## 2. Semester Schedule: Winter Semester 2018/2019

**Start: October 1<sup>st</sup>, 2018**

**End: March 14<sup>th</sup>, 2019**

Mon to Sun	Sep. 3 <sup>rd</sup> till Oct. 14 <sup>th</sup> (mid- night)	<b>08:00 h</b>	<b>Online-Registration for Language Courses</b> at <a href="http://www.th-nuernberg.de/sprachen(SemesterbegleitendeKurse)">http://www.th-nuernberg.de/sprachen(Semesterbegleitende Kurse)</a>
Wed to Wed	September 26 <sup>th</sup> till October 3 <sup>rd</sup> (18:00 h)	<b>15:00 h</b>	<b>Online-Registration for Master Courses</b> with a Limited Number of Participants through virtuOHM <a href="https://virtuohm.ohmportal.de">https://virtuohm.ohmportal.de</a>
Tue	October 2 <sup>nd</sup>	<b>10:00h</b>	<b>Welcome of new students for the Master in International Marketing (MIMA) (room BB.001)</b>
		<b>12:00h</b>	Guided library tour (ground floor) in English
Wed	October 3 <sup>rd</sup>		Public holiday (German reunification) – no lectures
Thu	October 4 <sup>th</sup>	<b>08:00 h</b>	<b>Start of <u>Lectures</u></b>
	October 4 <sup>th</sup>	<b>11.30 h</b>	<b>Welcome of all MIMA students by Prof. Dr. Margo Bienert (room BB.005)</b>
Fri	Oct. 12 <sup>th</sup>		Business Graduation Night – Fall 2018; register at <a href="http://bwc188113.bw.fh-nuernberg.de/bwAbsolv/index.asp">http://bwc188113.bw.fh-nuernberg.de/bwAbsolv/index.asp</a>
Wed to Sun	Oct. 17 <sup>th</sup> till Oct. 28 <sup>th</sup> (midnight)		<b><u>Registration Period for Exams</u></b> <a href="https://virtuohm.ohmportal.de">(<a href="https://virtuohm.ohmportal.de">https://virtuohm.ohmportal.de</a>)</a>
<b>tba</b>	<b>tba</b>		<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.
Thu	Nov. 1 <sup>st</sup>		Public Holiday (All Saints Day) - No Lectures
Fri to Fri	Nov. 23 <sup>rd</sup> till Nov. 30 <sup>th</sup> (midnight)		<b><u>Withdrawal Period from Exam Registrations</u></b> <a href="https://virtuohm.ohmportal.de">(<a href="https://virtuohm.ohmportal.de">https://virtuohm.ohmportal.de</a>)</a>
Sat to Sun	Dec. 22 <sup>nd</sup> till Jan. 6 <sup>th</sup> , 2019		No Lectures – Christmas Break
Fri to Thu	Jan. 11 <sup>th</sup> till Jan. 17 <sup>th</sup>		Tests for Small Groups
Fri	Jan. 18 <sup>th</sup>		<b>End of Lectures Business Faculty</b> (No lectures on this day and afterwards!)
Sat to Wed	Jan. 19 <sup>th</sup> till Feb. 13 <sup>th</sup>		Final Exams
Thu to Thu	Feb. 14 <sup>th</sup> till March 14 <sup>th</sup>		Semester Break
Tue - Mon	January 8 <sup>th</sup> – Jan- uary 21 <sup>st</sup>		<b><u>Re-registration/ Re-enrolment for the Upcoming Semester</u></b>

# INTERNATIONAL BUSINESS PROGRAMS

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## 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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may change if circumstances demand it!

### 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](mailto: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	_____			only SS	■
4020	Cross Cultural Marketing	3	2	_____			only SS	■
4110	Business-to-Business Marketing	6	4	Bienert	Thu 3	BB.005 <sup>1)</sup>	only WS	■
4120	B-to-B Applied Research Project	3	2	Bienert	Thu 4 + 3 x Mon (2-5)	BB.005 <sup>1)</sup>	only WS . <u>Dates:</u> 8.10 + two more days to be announced	■
4210	Applied Quantitative Methods in Marketing	6*)	2	Negoro-zhin	Tue 1	BL.102	only WS Only together with SPSS	■ (S) Please con- sult with professor.
4220	SPSS	3	2	Negoro-zhin	Tue 2	BL.102	only WS Only together with Applied Quantitative Methods	■ (S) Please con- sult with professor.
4310	Product and Market Development - Theory	3	2	_____			only SS	■
4320	Applied Business P+M Development Project	6	4	_____			only SS Dates for Mondays will be announced in lecture.	■
4400	Business Ethics	3	2	Schliack	Fri 4-6	BL.315	<u>Dates:</u> Oct. 5, Oct. 19, Nov. 30, Dec. 14 Please regis- ter at: <a href="https://virtuohm_ohmportal.de">https://virtuohm_ohmportal.de</a>	■ (S) Please con- sult with professor.
	Master Seminar	3	2	Bienert/ Blum/ Bram- bach/ Riedmül- ler			Blocked; Please con- sult with pro- fessor;	■
	Electives	24	16	Please refer to 3.3 on next page!				

1) Bahnhofstraße 90, ground floor

\*) Includes 3 ECTS for extensive study paper.

# INTERNATIONAL BUSINESS PROGRAMS

## 3.3 M-IMA Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	<u>X-Change</u>
6015	Pricing and Consumer Decisions	3	2	Brambach	Wed 3	BL.215	only WS	■
6070	E-Commerce in Marketing	3	2	Puchalla	Wed 6	BL.217	only WS	■ (S) Please consult with professor.
6077	Marketing and Controlling	3	2	_____			only SS	■ (S) Please consult with professor.
6080	Strategic Management in a Global Context	6	4				only SS	■ (S) Please consult with professor.
6081	Strategic Marketing (including home assignments)	6	2 (+2)	_____			only SS	■ (S) Please consult with professor.
6097	Surveys in Social Research	6	4	_____			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	Wießner	Fri 1-4	BB.001 <sup>1)</sup>	<u>Dates:</u> Oct. 12+19, Nov. 16+23	■ (S) Please consult with professor.
6106	Digital User Experience Research	6	4	Hahn	Tue 4+5	BL.314		■ (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?**

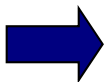
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- 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.