



COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Summer Semester
2025

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

INTERNATIONAL BUSINESS PROGRAMS

IB-Examination Board: Prof. Dr. Felix Streitferdt (Head of IB-Examination Board)
(B-IB, MIFE, MIMA) Room BL.232, Phone 5880-2722, Felix.Streitferdt@th-nuernberg.de

Andrea Weiß (Office Assistant to IB-Examination Board)
Room BL.227, Phone 5880-2777, Andrea.Weiss@th-nuernberg.de

IBT- Examination Board: Prof. Dr. Birgit Eitel (Head of IBT-Examination Board)
(B-IBT) Room BB.116, Phone 5880-2863, Birgit.Eitel@th-nuernberg.de

Andrea Weiß (Office Assistant to IBT-Examination Board)
Room BL.227, Phone 5880-2777, Andrea.Weiss@th-nuernberg.de

Internship Coordinator: Prof. Dr. Daniel Gerhard
(B-IB and B-IBT) Room BL.236, Phone 5880-2841, Daniel.Gerhard@th-nuernberg.de

Bachelor in International Business: Prof. Dr. Helen Rogers (Academic Head)
Room BL.232, Phone 5880-2833, Helen.Rogers@th-nuernberg.de

Stefanie Bartenstein (Program Manager)
Room BL.238, Phone 5880-2888, Stefanie.Bartenstein@th-nuernberg.de

Bachelor in International Business & Technology: Prof. Dr. Birgit Eitel (Academic Head)
Room BB.116, Phone 5880-2863, Birgit.Eitel@th-nuernberg.de

Andreea Bärtl (Program Manager)
Room BL.227, Phone 5880-2886, Andreea.Baertl@th-nuernberg.de

Master in International Finance and Economics: Prof. Dr. Andreas Weese (Academic Head)
Room BL.131, Phone 5880-2891, Andreas.Weese@th-nuernberg.de

Miriam Wokatsch (Program Manager)
Room BL. 242, Phone 5880-2721, Miriam.Wokatsch@th-nuernberg.de

Master in International Marketing: Prof. Dr. Margo Bienert (Academic Head)
Room BL.124, Phone 5880-2842, Margo.Bienert@th-nuernberg.de

Anneke Neddermann (Program Manager)
Room BL.242, Phone 5880-2734, Anneke.Neddermann@th-nuernberg.de

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	Wed+ Thu	9:30 – 11:30 13:00 – 15:00 and by appointment	Semsi Colak (EU countries, Erasmus) Renate Zehetbauer (North/South America, Russia, Ukraine) Franziska Utomo (Africa, Asia- Pacific) Christina Hempel (Internship advisor) Olga Strobel (Exchange students)	- 4851 - 4115 - 4293 - 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> <i>Mon-Thu</i> <i>Fri</i>	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 2025

THN semester schedule: <https://www.th-nuernberg.de/en/study-career/important-information-about-starting-at-university/semester-schedule/winter-semester/>

Semester: 15 March 2025 – 30 September 2025

3 Feb . 28 March (midnight)	Online-Registration for Language Courses (voluntary courses that are not part of MIFE) at http://www.th-nuernberg.de/sprachen (<i>Semesterbegleitende Kurse</i>)
11 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
7 Mar, 9am – 13 Mar, midnight	Online-Registration for General Electives Courses (voluntary courses that are not part of MIMA) at http://www.th-nuernberg.de/awpf
12 Mar (all day)	IN- PERSON: Welcome new MIMA students (1st semester students), library tour, campus tour etc.
13 Mar, 3 pm – 16 Mar 6 pm	Online Registration for all M-IMA courses: Due to administrative reasons, please register for all courses https://virtuohm.ohmportal.de
17 Mar, 8 am	Start of Lectures
17 Apr	For students in their first semester: Until this date requests to the IB-Examination Board for recognition of courses from prior studies should be submitted..
17- 22 Apr	Easter holidays, no lectures
23 Apr (noon) – 4 May (23.59pm)	<u>Registration Period for Exams</u>
tba	Preliminary examination schedule
May 1	Public holiday- no lectures
26 May – 1 June (23:59)	<u>Withdrawal Period for Exams</u> Until this date, registered exams can be changed/ deleted. Afterwards, registered exams are binding.
29 May	Ascension Day, no lectures
tba	Announcement of the binding schedule for all exams (place and time) in my.ohm
9 Jun	Pentecost, no lectures
19 Jun	Corpus Christi, no lectures
tba	<u>Re-registration/ Re-enrolment for the Upcoming Semester</u>
30 Jun – 4 Jul	Tests for Small Groups
4 Jul	End of lectures
08 – 31 Jul	Final exams
1 Aug – 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

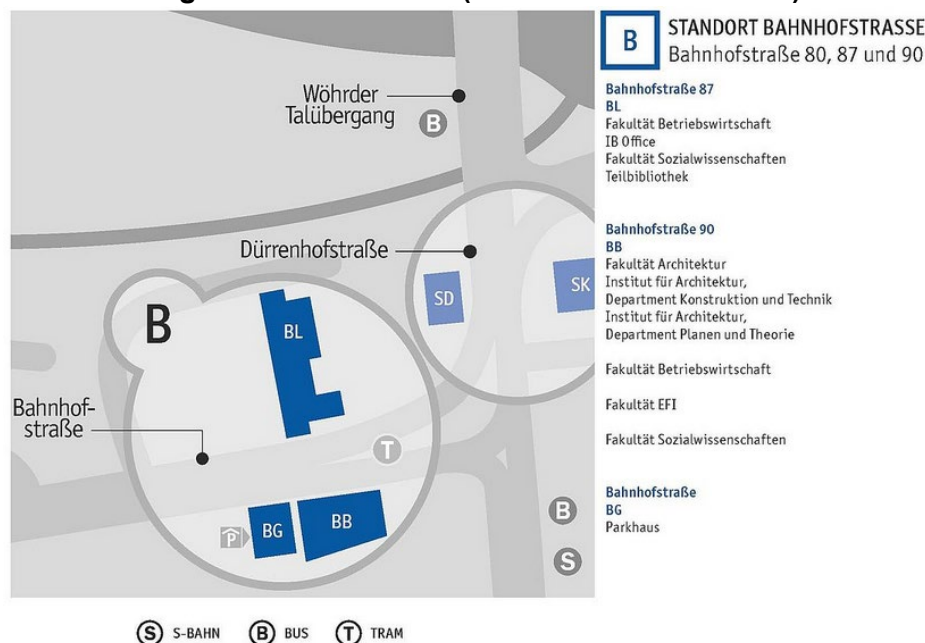
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

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.

Information provided in this catalogue
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 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 beginning of march.

3.2 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	Both courses have to be taken together!			only SoSe Please register: https://vir-tuohm.ohmportal.de	▼ (S) Please consult with professor.
	International Marketing Research		4	Bienert	Thu 4 + 3 whole days 28.3 (BL.207); 11.4 (BL.315); 4.7	BL.206		
	Cross-Cultural Marketing		2	Bienert	Thu 3	BL. 315		
4110 4120	Creation of International Market Offers	9	6	Both courses have to be taken together!			only WiSe	▼ (S) Please consult with professor.
	Business-to-Business Marketing		4					
	Applied Research Project		2					
4210 4220	International Marketing Tools	9	6	Both courses have to be taken together!			only WiSe	▼ (S) Please consult with professor.
	Applied Quantitative Methods		4					
	Python, SPSS		2					
4310 4320	Industrial Product and Market Development	9	6	Both courses have to be taken together!			only SoSe Please register: https://vir-tuohm.ohmportal.de	●
	Product and Market Development - Theory		2	Blum/ Bilgram	Wed 2	BL.214		
	Applied Business Development Project		4	Blum/ Bilgram	Wed 1 + 3 whole days	BL.214 BB.001		
4400	General Studies and Thesis	30						
	Business Ethics	3	2	Bienert	Tue 1	Online via Zoom	only SoSe Please register: https://vir-tuohm.ohmportal.de	▼ (S) Please consult with professor.

INTERNATIONAL BUSINESS PROGRAMS

M-IMA

	Master Seminar	3	2	Bienert/Blum/Brambach/ Riedmüller/Hahn	Blocked; Please con- sult with pro- fessor;	●
	Master Thesis	24	----			●
	Electives	24	16	Please refer to 3.3!		

3.3 M-IMA Electives

MIMA – Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6110	Strategic Market Management	6	4	Brambach	Wed 4+5	BL. 216	only SoSe Please register: https://vir-tuohm.ohmpor-tal.de	▼ (S) Please con- sult with pro- fessor.
6103	International Communication	6	4				only WiSe	▼ (S) Please con- sult with pro- fessor.
6109	Consumer Psychology and Pricing	6	4				only WiSe	●
6112	Applied User Experience Research	6	4	Hahn/ Winkler	Tue 2+3	BL. 104	only SoSe Please register: https://vir-tuohm.ohmpor-tal.de	▼ (S) Please con- sult with pro- fessor.
6111	Sponsorship-Linked Marketing	6	4	Königstor- fer	VHB class		only SoSe Please register: www.vhb.org	▼ (S)
8241	Behavioral Economics	6	4				only WiSe; in English;	■ (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

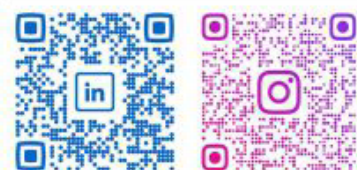


YOU WANT TO JOIN THE FACHSCHAFT?

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.