



COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Summer Semester
2026

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

INTERNATIONAL BUSINESS PROGRAMS

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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-swad@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	Mike Schönert (room BL.103a) Dominik Wiendl (room BL.103a)	- 2768 -2763
Language Center Wassertorstr. 6, 1 st floor	Mon-Fri	8:00 – 12:00	Adriana Freitas language-center@th-nuernberg.de	- 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

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2. Semester Schedule: Summer Semester 2026

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

Semester: 15 March 2026 – 30 September 2026

23 Feb – 29 Mar.	Registration for Language Courses through VirtuOhm (Language Center - Semesterbegleitende Kurse)
05 Mar (09:00) – 11 Mar (23:59)	Registration for General Electives Abroad (Allgemeinwissenschaftliche Wahlpflichtfächer) in VirtuOhm (AWPF)
11 Mar (09:00)	IN-PERSON Master welcome day for all new Master's students Campus Tour, Library Tour, Get-together and much more... Information and schedule will be sent via e-mail
12 Mar (15:00) – 15 Mar (18:00)	Course Enrolment for ALL MIMA courses: Please enrol for ALL courses via VirtuOhm .
16 Mar (8:00)	Start of all Lectures (including language courses) unless otherwise stated
24 Mar	Career Day Spring (Bahnhofstr. 87, ground floor)
02 – 07 Apr	Easter Holidays- No Lectures
13 Apr	Until this date requests to the IB Examination Board for recognition of courses from prior studies should be submitted
22 Apr (12:00) – 03 May (23:59)	Registration Period for Exams https://studium.ohmportal.de
24 Apr	Business Graduation Night Spring 2026 (PARKS Nürnberg)
01 May	Public Holiday - No Lectures (Labor Day)
04 May	Latest date to request a "Nachteilsausgleich" (e-mail to Studienbüro)
14 May	Public Holiday - No Lectures (Ascension Day)
22 – 26 May	Public Holiday - No Lectures (Pentecost)
28 May	Final deadline for late exam registration with the approval of the examination board, stating valid reasons
26 May – 31 May (23:59)	Withdrawal Period from Exam Registrations https://studium.ohmportal.de
04 Jun	Public Holiday - No Lectures (Corpus Christi)
05 Jun	Announcement of the binding schedule (place and time) for all written (online) exams in my.ohm
tba	Re-registration for the Upcoming Semester
30 Jun – 6 Jul	Tests for Small Groups
7 Jul	End of Lectures (No lectures on this day and afterwards!)

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8 – 31 Jul	Final Exams
14 Aug	Publication/announcement of grades
1 Aug – 30 Sep	Semester Break (no lectures, incl. exam period)

will be updated

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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

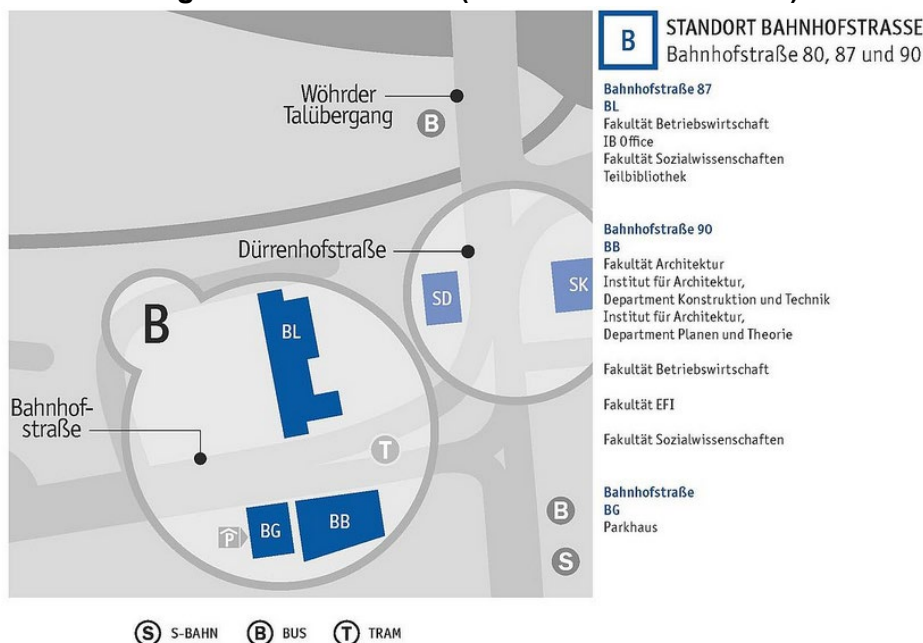
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

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 beginning of march.

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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	<i>Both courses have to be taken together!</i>			<i>only SoSe</i> Please register: https://vir-tuohm.ohmportal.de	▼ (S) Please consult with professor.
	International Marketing Research		4	Bienert	Thu 4 + 3 whole days (27.3; 17.4 & 2.7)	BB.005 BL.206		
	Cross-Cultural Marketing		2	Bienert	Thu 3	BL.206		
4110 4120	Creation of International Market Offers	9	6	<i>Both courses have to be taken together!</i>			<i>only WiSe</i>	▼ (S) Please consult with professor.
	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>			<i>only WiSe</i>	▼ (S) Please consult with professor.
	Applied Quantitative Methods		4					
	Python, SPSS		2					
4310 4320	Industrial Product and Market Development	9	6	<i>Both courses have to be taken together!</i>			<i>only SoSe</i> Please register: https://vir-tuohm.ohmportal.de	●
	Product and Market Development - Theory		2	Blum/ Bilgram	Wed 2	BL.215 1st lecture on March 25th		
	Applied Business Development Project		4	Blum/ Bilgram	Wed 1 + 3 x whole days	BL.215 1st lecture on March 25th		
4400	General Studies and Thesis	30						
	Digital Business Ethics	3	2	Bienert	Thu 2	BL.206	<i>only SoSe</i> Please register: https://vir-tuohm.ohmportal.de	▼ (S) Please consult with professor.

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M-IMA

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

3.3 M-IMA Electives

MIMA – Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6102	Strategic Market Management	6	4	Brambach	Wed 4+5	BL.212	only SoSe <i>Please register: https://vir-tuohm.ohmpor-tal.de</i>	▼ (S) <i>Please con- sult with pro- fessor.</i>
6103	International Communication	6	4				only WiSe	▼ (S) <i>Please con- sult with pro- fessor.</i>
6109	Consumer Psychology and Pricing	6	4				only WiSe	▼ (S) <i>Please con- sult with pro- fessor.</i>
6108	Applied User Experience Research	6	4	Hahn / Winkler	Tue 2+3	BL.218	only SoSe <i>https://vir-tuohm.ohmpor-tal.de</i>	▼ (S) <i>Please con- sult with pro- fessor.</i>
6111	Sponsorship-Linked Marketing	6	4	Riedmüller / Gerber	Tue 1 + 3 whole days (8.05; 19.5 be- fore/ af- ter the course Applied User Exp. Res; 26.06)	BL.218	only SoSe	▼ (S)
8241	Behavioral Economics	6	4				only WiSe;	■ (S)

1) Bahnhofstr. 90, Ground floor

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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

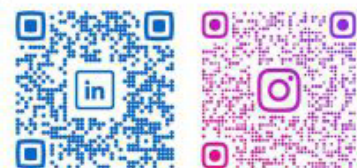


YOU WANT TO JOIN THE FACHSCHAFT?

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.