



COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Winter Semester
2024-25

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 appoint- ment	Semsi Colak (EU countries, Australia, South Africa, Asia) Renate Zehetbauer (North/South Amer- ica, 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: Winter Semester 2024-25

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

Semester: 01 October 2024 – 14 March 2025

Monday to Friday	26 Aug – 11 Oct (23.59)	9.00	Online-Registration for Language Courses at http://www.th-nuernberg.de/sprachen Attention: New students will get their instructions on languages during the Welcome Session. Please do not register before!
Wednesday	25 Sep	Master Welcome Day (Fully Day)	
		Invitation will be send via e-mail	
Thursday to Sunday	26 Sep – 29 Sep 2024	15:00 h	Start of registration
		18:00 h	End of registration
Wednesday	2 Oct	08.00	Start of all lectures
Thursday	3 Oct	Public Holiday – No Lectures (German Reunification Day)	
Wednesday to Sunday	23 Oct (12.00) – 03 Nov (23.59)	Registration Period for Exams https://studium.ohmportal.de	
Tuesday	29 Oct	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	
Friday	1 Nov	Public Holiday - No Lectures (All Saints Day)	
Friday	22 Nov	17.00 h	Business Graduation Night – Fall 2024 https://shorturl.at/fpNU2
Thursday to Wednesday	21 Nov – 27 Nov (23.59)	Withdrawal Period from Exam Registrations https://studium.ohmportal.de	
Saturday to Monday	23 Dec 2024 – 6 Jan 2025	Public Holidays - No Lectures (Christmas Break)	
Monday to Friday	9 Jan – 23 Jan	Re-registration for the Upcoming Semester	
Tuesday to Monday	14 Jan – 20 Jan	Tests for Small Groups	
Saturday	25 Jan	End of Lectures (No lectures on this day and afterwards)	
Wednesday to Tuesday	22 Jan – 11 Feb	Final Exams	
Saturday to Friday	12 Feb – 14 March	Semester Break	

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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

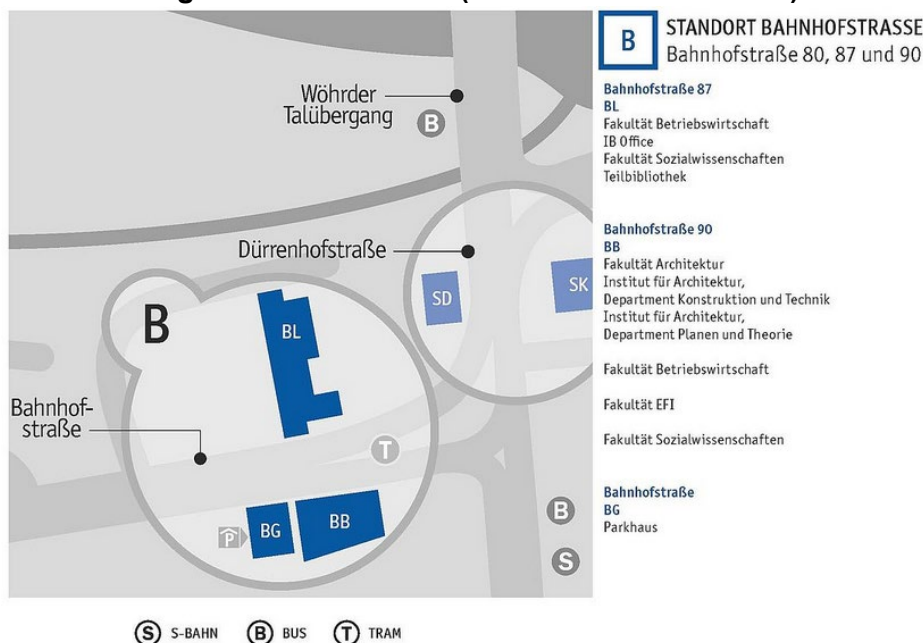
Block 1:	08.00– 09.30 h
Block 2:	09.45 – 11.15 h
Block 3:	11.30 – 13.00 h
Block 4:	14.00 – 15.30 h
Block 5:	15.45 – 17.15 h
Block 6:	17.30 – 19.00 h
Block 7:	19.15 – 20.45 h

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 mid of September.

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3.2 M-IMA Compulsory Studies

M-IMA – Compulsory Studies

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change	
4010	Analysis of and Access to International Markets	9	6	<i>Both courses have to be taken together!</i>			only SoSe	▼ (S) Please consult with professor.	
	International Marketing Research		4						
	Cross-Cultural Marketing		2						
4020									
4110	Creation of International Market Offers	9	6	<i>Both courses have to be taken together!</i>			only WiSe	▼ (S) Please consult with professor.	
	Business-to-Business Marketing		4	Bienert	Thu 3 + 3x Fridays 8.11; 29.11 & 10.1 (9am-5pm) BL.101	BB.005 ¹⁾ BB.001 ¹⁾			Please register: https://virtuohm.ohmportal.de
	Applied Research Project		2	Bienert	Thu 4	BB.005 ¹⁾			
4120									
4210	International Marketing Tools	9	6	<i>Both courses have to be taken together!</i>			only WiSe	▼ (S) Please consult with professor.	
	Applied Quantitative Methods		4	Winkler	Tue 1+2	BL.104			Please register: https://virtuohm.ohmportal.de
	Python, SPSS		2	Winkler	Tue 3	BL.214			
4220									
4310	Industrial Product and Market Development	9	6	<i>Both courses have to be taken together!</i>			only SoSe	●	
	Product and Market Development - Theory		2						
	Applied Business Development Project		4						<u>Dates:</u> To be announced
4320									
4400	General Studies and Thesis	30							
	Business Ethics	3	2				only SoSe	▼ (S) Please consult with professor.	
	Master Seminar	3	2	Bienert/Blum/Brambach/Riedmüller/Hahn			Blocked; Please consult with professor;	●	

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	Master Thesis	24	----					●
	Electives	24	16	<i>Please refer to 3.3!</i>				

3.3 M-IMA Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6110	Strategic Market Management	6	4				only SoSe	▼ (S) <i>Please consult with professor.</i>
6103	International Communication	6	4	Bienert/ Puchalla	Wed 6 + 15.11 (BL101); 18.11 & 17.1 (BL101) (9am to 5pm)	BB.001 ¹⁾	only WiSe <i>Please register:</i> https://vir-tuohm.ohmportal.de	▼ (S) <i>Please consult with professor.</i>
6109	Consumer Psychology and Pricing	6	4	Brambach	Wed 2+3	BB.005 ¹⁾	only WiSe <i>Please register:</i> https://vir-tuohm.ohmportal.de	●
6112	Applied User Experience Research	6	4				only SoSe	▼ (S) <i>Please consult with professor.</i>
6111	Sponsorship-Linked Marketing	6	4				only SoSe	▼ (S)
8241	Behavioral Economics	6	4	Jäckle	Mon 4+5	BL.217	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

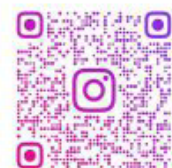


YOU WANT TO JOIN THE FACHSCHAFT?

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?

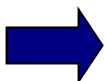
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- 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.