Technische Hochschule Nürnberg

COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Winter Semester 2026/2027

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

1. **Contacts**

INTERNATIONAL BUSINESS PROGRAMS

IB-Examination Board: (B-IB, MIFE, MIMA)	Prof. Dr. Felix Streitferdt (Head of IB-Examination Board) Room BL.232, Phone 5880-2722, Felix.Streitferdt@th-nuernberg.de Simone Rubel (Office Assistant to IB-Examination Board) Room BL.227, Phone 5880-2777, Simone.Rubel@th-nuernberg.de
IBT- Examination Board: (B-IBT)	Prof. Dr. Birgit Eitel (Head of IBT-Examination Board) Room BB.116, Phone 5880-2863, Birgit.Eitel@th-nuernberg.de Simone Rubel (Office Assistant to IB-Examination Board) Room BL.227, Phone 5880-2721, Simone.Rubel@th-nuernberg.de
Internship Coordinator: (B-IB and B-IBT)	Prof. Dr. Daniel Gerhard Room BL.236, Phone 5880-2841, Daniel.Gerhard@th-nuernberg.de

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Bachelor in International Business:	Prof. Dr. Helen Rogers (Academic Head) Room BL.232, Phone 5880-2833, Helen.Rogers@th-nuernberg.de Katrin Eckstein (Program Manager) Room BL.227, Phone 5880-2886, Katrin.Eckstein@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.Baertll@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 Nicole Hauf (Program Manager) Room BL. 242, Phone 5880-2721, Nicole.Hauf@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

Other Important Offices:				0911/5880-
Studienbüro *Application*, *Enrolment, Exams, Internship* Dürrenhofstr. 6, Gebäude BM (so-called HDI-Turm), 2nd 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 *Semester Abroad* Wassertorstr. 8, Building WF, 2nd 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 Holidays	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, 1st floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat *Semester Break:* *Mon-Thu* *Fri*	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, 1st 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

2. Semester Schedule: Winter Semester 2026/2027

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

Semester: 1 October 2026 – 14 March 2027

Thursday	10 Sep	**9.00** Start Online-Registration for Language Courses at *http://www.th-nuernberg.de/sprachen*
Friday	25 Sep	**Master Welcome Day (Fully Day)** Invitation will be send via e-mail
Monday to Wednesday	28 Sep – 30 Sep 2026	**Course Registration** Online registration for **ALL** courses via VirtuOhm *https://virtuohm.ohmportal.de* **15:00 h** Start of registration **18:00 h** End of registration
Thursday	1 Oct	**08.00** **Start of all lectures**
Wednesday to Monday	21 Oct (12.00) – 02 Nov (23.59)	**Registration Period for Exams** https://studium.ohmportal.de
		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
Thursday	29 Oct	**17.30 h** Business Graduation Night – Fall 2026
Tuesday to Monday	24 Nov – 30 Nov (23.59)	**Withdrawal Period from Exam Registrations** https://studium.ohmportal.de
Wednesday to Wednesday	23 Dec 2025 – 6 Jan 2026	Public Holidays - No Lectures (Christmas Break)
		Re-registration for the Upcoming Semester
Thursday to Wednesday	14 Jan – 20 Jan	Tests for Small Groups
Thursday	21 Jan	**End of Lectures** (No lectures on this day and afterwards)
Friday to Friday	22 Jan – 12 Feb	Final Exams
Saturday to Saturday	13 Feb – 14 March	Semester Break

will be updated

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:

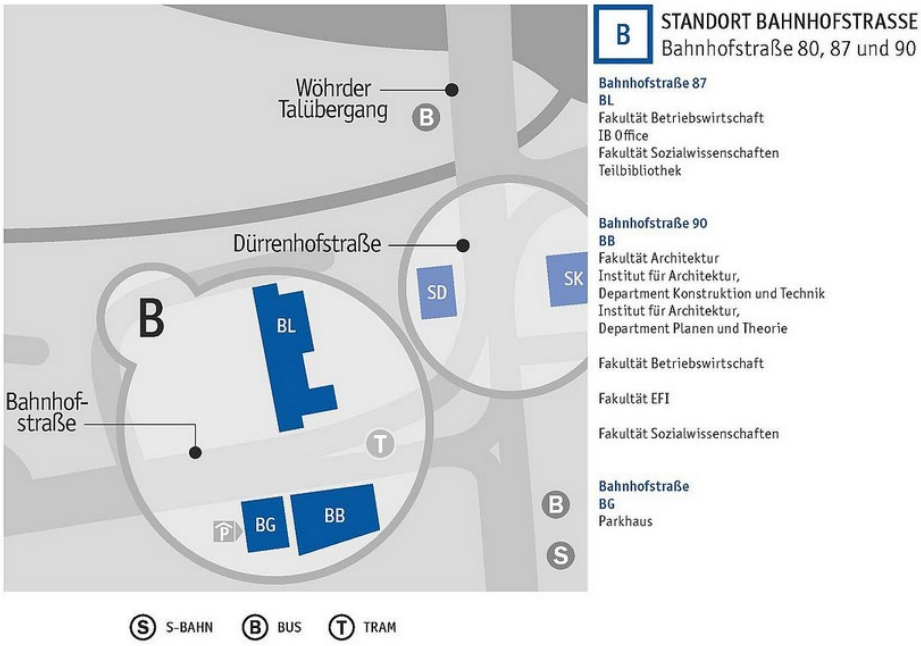
Mon	Monday
Tue	Tuesday
Wed	Wednesday
Thu	Thursday
Fri	Friday
Sat	Saturday

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-nuern-berg.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.

3.2 M-IMA Compulsory Studies

No.	Subject	ECTS	h/w	Professor	Day/ Time	Room	Comments	X-Change
	Analysis of and Access to International Markets	**9**	**6**	***Both courses have to be taken together!***			***only SoSe***	▽ ***(S)*** *Please consult with professor.*
4010	International Marketing Research		4					
4020	Crosscultural Marketing		2					
	Creation of International Market Offers	**9**	**6**	***Both courses have to be taken together!***			***only WiSe*** *Please register: https://vir-tuohm.ohmportal.de*	▽ ***(S)*** *Please consult with professor.*
4110	Business-to-Business Marketing		4	Bienert	Thu 3 + Three Full Days (23.10; 20.11 & 15.1) 19.11 9.45-11.15 guest lecture BL.216	BL.205 23.10: BL.214 20.11: BL.101 15.1: BL.001		
4120	Applied Research Project		2	Bienert	Thu 4	BB.005		
	International Marketing Tools	**9**	**6**	***Both courses have to be taken together!***			***only WiSe*** *Please register: https://vir-tuohm.ohmportal.de*	▽ ***(S)*** *Please consult with professor.*
4210	Applied Quantitative Methods in Marketing		4	Winkler	Tue 1+2	BL.102		
4220	Python/ SPSS		2	Winkler	Tue 3	BL.102		
	Industrial Product and Market Development	**9**	**6**	***Both courses have to be taken together!***			***only SoSe***	●
4310	Product and Market Development - Theory		2					
4320	Applied Business Development Project		4				*Dates: To be announced*	

M-IMA

	General Studies and Thesis	**30**						
4400	**Business Ethics**	3	2					▽ ***(S)*** *Please consult with professor.*
	Master Seminar	3	2	Bienert/Blum/Brambach/ Riedmüller/Hahn/Winkler			*Blocked; Please consult with professor;*	●
	Master Thesis	24	----					●
	Electives	**24**	**16**	*Please refer to 3.3!*				

3.3 M-IMA Electives

MIMA– Electives

No.	Subject	ECTS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6110	**Strategic Market Management**	**6**	**4**				***only SoSe***	▽ ***(S)*** *Please consult with professor.*
6103	**International Communication**	**6**	**4**	Bienert/ Puchalla	Wed 6 + 3 Full Days (4.12; 7.12; 18.1)	BB.005 BL.214 (4.12); BL.004/ BL.212 (7.12) BL.004/ BL.218 (18.1)	***only WiSe*** *Please register: https://vir-tuohm.ohmportal.de*	▽ ***(S)*** *Please consult with professor.*
6109	**Consumer Psychology and Pricing**	**6**	**4**	Brambach	Wed 2+3	BB.005	***only WiSe*** *Please register: https://vir-tuohm.ohmportal.de*	▽ ***(S)*** *Please consult with professor.*
6112	**Applied User Experience Research**	**6**	**4**				***only SoSe***	▽ ***(S)*** *Please consult with professor.*
8241	**Behavioral Economics**	**6**	**4**	Jäckle	Mon 4+ Wed 1	BL.213 BL.214	***only WiSe;*** *For more information see MIFE module handbook*	■ ***(S)***

[1)] Bahnhofstr. 90, Ground floor

ohm Technische Hochschule Nürnberg

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

SCAN ME

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