
LIST OF COURSES FROM

THE INTERNATIONAL STUDY PROGRAMME (ISP)

IZ: Extracurriculare Kurse

winter semester 2022-23

FOR DHBW-STUDENTS

30.08.2022

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1. INTERNATIONAL MARKETING (only winter semester!)

Course objectives:

On completion of the course students will be able to

- Apply basic International Marketing theories and the concepts to understand the environment
- Undertake strategies business analysis in order to develop International Marketing objectives and strategies
- Understand segmentation, targeting and positioning as applied to the international environment
- Develop creative international market entry strategies
- Explain differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps)

Content outline:

Global Markets – Social and Cultural Environments – Political, Legal and Regulatory Environments – Global Information Systems and Market Research – Segmentation, Targeting and Positioning – Global Marketing Entry Strategies – Branding and Product Decisions in Global Marketing – Pricing Decisions – Channels and Physical Distribution – Communication Decisions (Advertising and Public Relations)

Working language: English

Workload: 40 hours of lecture presence

Offered: winter semester

Available seats: no restrictions

2. ONLINE MARKETING: DIGITAL ADVERTISING & SOCIAL MEDIA MARKETING

Course objectives and content outline:

Influence the user journey: develop an understanding for different media channels – and how to use them to achieve a successful business impact. Students will receive an overview of the basic online marketing concepts, become aware of personalization activities and success measurement. Learn how to drive engagement, sales or awareness for eShops, websites and other channels. Take a deep dive into paid media opportunities. Learn why Big Data plays an important role in online marketing and why companies rely on first-party data.

In the second part of the lecture, you will gain insight into social media marketing. Learn how to generate engagement and gain visibility with social media, what a social media strategy looks like or how to deal with escalation management.

Discuss online marketing campaigns, learn how to increase engagement and get practical insights on how international companies like Bosch Power Tools are handling online marketing.

On completion of this course students will:

- Understand the relevance of online marketing
- Distinguish between paid&organic media
- Be aware of (advertisement) possibilities, pros&cons of different media channels
- Use customer journey models to their advantage
- Measure success by analyzing traffic data
- Know what big data is all about and how to use first-party data for marketing activities
- Understand the basics of social media marketing
- Learn how to build a social media strategy and how to deal with escalation management
- Learn how advertising works on Facebook, Instagram, YouTube, TikTok and WeChat
- Get insights into successful influencer marketing

3. THE FINANCIAL MARKET IN GERMANY

Course objectives and content outline:

For a better understanding of current issues at the worldwide financial markets, this lecture provides an overview of the most common investments as a basis of further discussions and analysis. Students are given the chance to invest a certain amount of fictitious capital to learn the consequences of their decisions.

Shares / functioning of the stock markets / investment funds / bonds / fundamental and technical analysis / macroeconomic influences (central bank decisions)

Working language: English

Workload: 40 hours of lecture presence

Offered: winter semester and summer semester

Available seats: no restrictions

4. ALTERNATIVE INVESTMENTS

Course objectives and content outline:

Get an overview of alternative investments with a focus in hedge funds and private equity. Especially with the current low interest rate level, investors are looking for alternatives to equity and bond market investments. In particular, the different categories of hedge funds as well as the different private equity strategies will be discussed and analyzed in depth. A brief outlook on the real estate-, currency-, commodity- and cryptocurrency-markets are given.

It is advantageous if the course "The Financial Market Germany" has already been attended.

Working language: English

Workload: 20 hours of lecture presence

Offered: winter semester and summer semester

Available seats: no restrictions

5. GLOBAL MEGATRENDS TRANSFORMING BUSINESS AND SOCIETY

Course objectives and content outline:

Diving into the global socio-economic, demographic, and technological forces called Megatrends to identify the currents that will have a sustained and transformative impact on business, societies, economies, cultures and our personal lives in unimaginable ways in the years to come.

The amount of change happening in the world today is accelerating, creating a continuous challenge for how companies, organizations, and people stay ahead of it all, decide where to invest, think about the future, and innovate in ways that enable them transformation and disruption, instead of being the ones disrupted. This requires a keen understanding of the global forces that will shape our human experiences and our business decisions long into the future.

Working language: English

Workload: 20 hours of lecture presence

Offered: winter semester and summer semester

Available seats: no restrictions