

Marketing II Marketing Operations and International Marketing Summer Lecture

Short-Term Study 2019
June 28 – July 12

Course Topics

- 3-week Short Summer Lecture
- Taught in Duisburg, Germany
- Earn 5 ECTS / 2.5 US-Credits
3 Sessions / 8 hours each
- Taught in English
- Tuition will be waived for partner institutions
- Implementation of marketing decisions (4Ps)
- Coordination of country markets: International look on marketing from a European perspective
- Market selection and market entry (going international)
- Decisions within ongoing marketing activities (being international)