

Marketing I Marketing Information and Strategy

Summer Lecture

Short-Term Study 2019
June 7 – June 21

- 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

Course Topics

- Marketing decisions
 - Product policy
 - Pricing policy
 - Distribution policy
- Communication policy
- Consumer behavior and decision-making
- Market research process
- Strategic marketing matters
- 4Ps from a European perspective