

Timetable		International Marketing Topic Focus	Self Study / Seminar
25.09.2021	Kick off	Part 1 - Fundamentals of International Marketing (F)	<ul style="list-style-type: none"> Exercise Marketing Plan (due date: Oct. 8)
02.10.2021	Week 1	Seminar ON CAMPUS (9 am to 3:00 pm) Applying Intern. Marketing Planning – Giving Feedback - Exam: Projects & Q&A	
09.10.2021	Week 2	Part 1 – Continued (F) Skill Cube 1: Team building & feedback process	<ul style="list-style-type: none"> Exercise 2 Team Work
16.10.2021 23.10.2021	Week 3-4	Part 2: Trends - Marketing and Digitalization, Sustainability and Digital Business (T) Skill Cube 2: Creativity	<ul style="list-style-type: none"> Exercise 3 Team work
29.10.2021	5	Hand In Exam 1: Concept Paper	<ul style="list-style-type: none"> Self Study Time Team work
05.11.2021	Week 6	Seminar: Video Conference (2 pm to 6:30 pm) 'Connecting Trends to Brands – Meeting Project Partners '	
13.11.2021 20.11.2021	Week 7-8	Part 2: Trends – Continued (T)	<ul style="list-style-type: none"> Exercise 4 Team work
27.11.2021	Week 9	Seminar: Video Conference (9 am to 3:00 pm) 'New Perspectives on Communication in BtB and BtC'	
04.12.2021	Week 10	Skill Cube 3: Digital presentation	<ul style="list-style-type: none"> Self Study Time
10.12.2021	Week 11	Hand In Exam 2: digital presentation (Screencast)	<ul style="list-style-type: none"> Self Study Time Team work
17.12.2021	Week 12	Seminar: Video Conference (2 pm to 6:30 pm) 'Digital Presentation' and 'Collaborating with Project Partners'	
	Week 13	Days between the years	<ul style="list-style-type: none"> Self Study Time
14.01.2022	Week 14	Hand In Exam 3: Written Report	<ul style="list-style-type: none"> Self Study Time Team work