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|-----------|------|---------|---|
| Fri | July | 17 | American students only: Departure to Nuertingen, Germany |
| Sat | July | 18 | Non-HfWU students only: Arrival in Germany
Pick-up service: Stuttgart Airport (STR) – Nuertingen at pre-defined times or
Individual travel arrangements to the hotel (http://www.hotel-pflum.de/en/) in Nuertingen
Brief orientation & snack (supermarket, bank, back to the hotel, snack at own expense) |
| Sun | July | 19 | Program start
Free time – students organize themselves
Guided City Tour
Welcome dinner |
| Mon | July | 20 | Lecture: Marketing in a Digitalized Environment / Digital Marketing Strategy
Group work session / preparatory and follow-up study |
| Tue | July | 21 | Lecture: Digital Product Management & Pricing
Company visit: Holy Fashion Group / Outletcity Metzingen |
| Wed | July | 22 | Lecture: Digital Brand Management / Digital Marketing Communication
Group work session / preparatory and follow-up study |
| Thu | July | 23 | Company presentation: „A portrait of Porsche“
Lecture: Digital Marketing Communication
Group work session /preparatory and follow-up study |
| Fri - Sun | July | 24 – 26 | Free time - weekend trip and self-study/preparatory and follow-up study
Students organize themselves |



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<https://www.hfwu.de/study-tours-marketing/>



- Mon July 27 Company visit: thyssenkrupp Elevator, Neuhausen auf den Fildern
Visit of thyssenkrupp Test Tower, Rottweil
- Tue July 28 Lecture: Digital Marketing Communication / Digital Sales & E-Commerce / Digital Customer Relationship Management & Service
Group work session / preparatory and follow-up study
- Wed July 29 Lecture: Digital Customer Relationship Management & Service / Digital Marketing Controlling
Company visit: Daimler AG, Mercedes Me Adapter, Möhringen
- Thu July 30 Free time – exam preparation
Students organize themselves
- Fri July 31 Final exam
Farewell lunch and end of the program
Free day for individual travel plans, shopping and packing
Students organize themselves
- Sat Aug 01 Departure
Independent travel to Stuttgart Airport (STR) and back home or
Further individual travel plans (e.g. European cities)

* This program is for orientation and subject to change. A detailed program will be handed out two weeks before program start (e.g. with exact meeting times, locations and contact details). For more details and latest updates, please visit our website (www.hfwu.de/ngu/marketing-study-tour/). Should there be any questions beforehand please do not hesitate to contact us!

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