



**FH**  
UAS BFI Vienna

# INTERNATIONAL WEEK

## MARKETING

07 - 12 May  
2023

EUR 240,- for international students  
EUR 75,- for UAS BFI students

More information:  
[fh-vie.ac.at/international-weeks](https://fh-vie.ac.at/international-weeks)



Are you interested in gaining international experience, meeting new people from different backgrounds and countries? Or how about further improving your intercultural communication and foreign language skills? Or maybe you want to know what it's like to work on a project in diverse teams, meet new challenges, acquire new skills and reach a common goal? Take the chance and not only gain intercultural and international experience, but also do it online! We are looking forward to your registration and then

**Develop a marketing plan for a young women's football club in Austria on their way to international success.**

**collaborations skills**  
**research in intercultural teams**  
**fun group activities**  
**communication skills**  
**input by experts**  
**intercultural skills**  
**presentation and free speaking skills**  
**problem solving skills**  
**Viennese culture**

This Marketing Week will be organised as an Erasmus+ Blended Intensive Programme (BIP).

Erasmus+ funding for students from our partner universities might be available. Please ask your local coordinator!

## Preliminary Programme

**Virtual Part** 3 mandatory virtual meetings will make you familiar with the programme and with your fellow students. We will lead you through a team-building phase and intercultural topics. You will get to know your team-members and we will discuss the pre-assignments with you.

Dates: 21 March, 17 April, 24 April 2023

Time: 15:30-17:30

**On-Site Part** Date: 08 - 12 May 2023

Time: Monday 09:00 until Friday around 13:00

Bring your creativity to develop a marketing concept for an up-and-coming young women's football club and approach more sponsors.

Develop a marketing strategy and help the young team to advance in the football league.

The intercultural teams will present their strategy to the client, the best work will be awarded.