

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

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

we will rock the digital marketing stage together!

Develop a digital marketing plan for the Vienna Zoo

buddy
Viennese culture
focused topics
communication skills
intercultural skills
Google streetview tour
virtual tour and quiz
goodie bag

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

2 mandatory virtual meetings in March and April 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.

On-Site Part

In Vienna you will have a tour at the zoo and a keynote by the CEO of Marketing as well as a city tour.

In your international team, you will develop a marketing strategy for the zoo and be coached by the teachers.

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