



Marketing I: Marketing Information and Strategy

Short-Term Study 2020
April 17 – May 27

- **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