

Minor „Marketing and Cross Culture“

Semester programme in English on Marketing Management and Intercultural and Language Competence
Faculty of Business Management, Kiel University of Applied Sciences

The Faculty of Business Management offers Kiel UAS's first English-language minor „Marketing and Cross Culture“. The one-semester set programme consists of courses on Marketing Management, Intercultural Competence and Language worth 30 ECTS. The minor is designed for students from all faculties and is ideally suited for exchange students. It is taught in English by lecturers from Kiel UAS (Faculty of Business Management and Centre for Languages and Intercultural Studies).

Structure and contents of the course

In order to pass the minor „Marketing and Cross Culture“ 30 ECTS credits must be collected in total. Each course is worth 5 ECTS. Students choose six courses. Courses in grey are compulsory; others are electives. Students are expected to take language courses after consultation with their coordinators.

Course periods

Winter semester:
Middle of September – End of January,
Application deadline: 1st June
Summer semester:
Middle of March – Middle of July,
Application deadline: 1st November

Orientation days take place at the beginning of September and March. Attendance is mandatory.

Target groups

Students of Business Management, but the minor is open to students of all fields of study.

Requirements

You must be nominated by your home institution. English language skills at a B2 level according to

the Common European Framework of Reference for Languages (CEFR) are mandatory.

Assessment and certificate

Students will take exams for each course. After successful completion of the minor, a Final Certificate will be awarded together with the Transcript of Records.

How to apply

The following documents must be uploaded via the application portal „Mobility Online“.

- Application form, signed by the applicant (downloaded from the portal)
- Profile photo
- Transcript of Records
- Language Certificate
- Learning Agreement
- Curriculum Vitae
- Confirmation of enrolment from home institution

Further information about the application for international programme/exchange students can be found at:
www.fh-kiel.de/application

Contact

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Summer semester	Winter semester
Principles of Marketing (Hardiman) / 5 ECTS	Principles of Marketing (Hardiman) / 5 ECTS
Strategic Management (Gulev) / 5 ECTS	Strategic Management (Gulev) / 5 ECTS
Design Thinking (Hardiman) / 5 ECTS	Design Thinking (Hardiman) / 5 ECTS
Organizational Behaviour (Schütte) / 5 ECTS	Organizational Behaviour (Schütte) / 5 ECTS
Market Research (Dressler) / 5 ECTS	Marketing Analytics (Stegemann) / 5 ECTS
Managing Sustainability for Modern Businesses (Gulev) / 5 ECTS	Cross Cultural Management (Gulev) / 5 ECTS
	Services Marketing (Dressler) / 5 ECTS
	Scientific Research & Academic Writing (Dressler) / 5 ECTS
	Business Terminology (Centre for Languages and Intercultural Studies) / 5 ECTS
Business Communication (Centre for Languages and Intercultural Studies) / 5 ECTS	Intercultural Competence (Centre for Languages and Intercultural Studies) / 5 ECTS

