

## Factsheet - Buenos Aires Global Marketing Program 2024

Organized by [Universidad Torcuato Di Tella](#) and [WU \(Vienna University of Business and Economics\)](#)

<b>General information</b>	<p><b>Location:</b> Buenos Aires, Argentina  <b>Duration:</b> 3 weeks  <b>Level:</b> bachelor's students (advanced)  <b>Partner university:</b> Universidad Torcuato Di Tella  <b>Available places for WU students:</b> approx. 20  <b>Application period:</b> October 16 – October 23, 2023</p>
<b>Dates</b>	<p><b>Program dates:</b> February 5 - February 23, 2024          (latest possible arrival day: February 4; earliest possible departure after official program closing)</p> <p>Flights are to be organized and paid for by the students themselves.</p>
<b>Academic aspects</b>	<p><b>Topic:</b> Managing international business challenges with a focus on global marketing  <b>ECTS credits:</b> 8  <b>Language of instruction:</b> English  <b>Lecturers:</b>          WU: ao.Univ.Prof. Mag. Dr. Barbara Stöttinger &amp; Riina Koris, PhD (Estonian Business School)          UTDT: Prof. Jorge Almada</p>
<p><b>Credit transfer at WU</b>          (subject to change;          will be updated regularly)</p>	<ul style="list-style-type: none"> <li>- SBWL "Marketing &amp; Consumer Research": Course V</li> <li>- SBWL "International Marketing Management" (IMM): 2 Electives OR Foundations and 1 Elective (Requirement: Pass of entry test and admission to IMM-SBWL)</li> <li>- SBWL "Marketing": Course IV (Hot Topics in Marketing)</li> <li>- SBWL "Digital Marketing": Course IV</li> <li>- SBWL "Handel und Marketing": Course V (Requirement: pass of Grundkurse I and II)</li> <li>- SBWL "International Business": Course IV (Markets)</li> <li>- Cross Functional Management: Special Topics in Marketing Management</li> <li>- International Course I and/or II / Internationales Wahlfach I und/oder II (BaWiSo – IBW, possible to combine with other courses)</li> <li>- Free Electives (BaWiSo / BBE)</li> </ul> <p>The Buenos Aires Global Marketing Program can be transferred as <b>2 regular courses</b> at WU worth <b>8 ECTS credits</b> in total. Please note that the ECTS credits <b>can also be confirmed</b> as (part of) the "IBW International Experience".</p>
<b>Program fee &amp; services</b>	<p><b>€ 620</b> (excluding accommodation)</p> <p><b>The program fee will include:</b></p> <ul style="list-style-type: none"> <li>- Course fee (lectures) and course materials</li> <li>- WU coordination prior to and during the program</li> <li>- Selected cultural / social events such as opening reception and closing reception, Intercultural Evening</li> <li>- Certain excursions and / or company visits</li> </ul> <p><b>This fee does not include:</b> accommodation, flights and transfers, visa fees, vaccinations (if needed), additional meals on lecture and non-lecture days and additional expenses on site.</p> <p><b>WU Mobility Grant for ISPs:</b> Up to 5 grants will be available for the program. Please visit <a href="https://short.wu.ac.at/isp-grant">https://short.wu.ac.at/isp-grant</a> for further information</p>
<b>Website &amp; contact</b>	<p><b>Program website:</b> <a href="https://short.wu.ac.at/buenos-aires">https://short.wu.ac.at/buenos-aires</a>  <b>Contact:</b> <a href="mailto:spwu@wu.ac.at">spwu@wu.ac.at</a></p>