

## Factsheet - Buenos Aires Global Marketing Program 2025

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 7 – October 14, 2024</p>
<b>Dates</b>	<p><b>Program dates:</b> February 3 - February 21, 2025          (latest possible arrival day: February 2; 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: Thomas Freudenreich, MSc &amp; Tatiana Karpukhina (PhD)          UTDT: Prof. Jorge Almada</p>
<p><b>Credit transfer at WU</b>  <b>(subject to change)</b></p> <p><i>Please note: Since the program is designed for bachelor's level students, credit transfer is only possible on bachelor's level.</i></p>	<p><b>BaWiSo 2019:</b></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>• Internationales Wahlfach I and / or II</li> <li>• Freies Wahlfach</li> <li>• In addition, the Program can be confirmed as the "IBW International Experience".</li> </ul> <p><b>BaWiSo 2023:</b></p> <ul style="list-style-type: none"> <li>• Spezialisierung Marketing &amp; Consumer Research: Course V</li> <li>• Spezialisierung International Marketing Management (IMM): 2 Electives OR Foundations and 1 Elective (Requirement: Pass of entry test and admission to IMM-SBWL)</li> <li>• Spezialisierung Marketing: Course IV (Hot Topics in Marketing)</li> <li>• Spezialisierung Digital Marketing: Course IV</li> <li>• Spezialisierung Handel und Marketing: Course V (Requirement: pass of Grundkurse I and II)</li> <li>• Spezialisierung International Business: Course IV (Markets)</li> <li>• A maximum of 8 ECTS for "Courses Abroad"</li> <li>• A maximum of 8 ECTS for the module "International Experience" (IBW)</li> <li>• Freies Wahlfach</li> </ul> <p><b>BBE:</b></p> <ul style="list-style-type: none"> <li>• Specialization Marketing &amp; Consumer Research: Course V</li> <li>• Specialization International Marketing Management (IMM): 2 Electives OR Foundations and 1 Elective (Requirement: Pass of entry test and admission to IMM-SBWL)</li> <li>• Specialization Digital Marketing: Course IV</li> <li>• Specialization International Business: Course IV (Markets)</li> <li>• Free Electives</li> </ul>

**Program fee & services****€ 620** (excluding accommodation)**The program fee will include:**

- Course fee (lectures) and course materials
- WU coordination prior to and during the program
- Selected cultural / social events such as opening reception and closing reception, Intercultural Evening
- Certain excursions and / or company visits

**This fee does not include:** accommodation, flights and transfers, visa fees, vaccinations (if needed), additional meals on lecture and non-lecture days and additional expenses on site.

**WU Mobility Grant for ISPs:** Up to 5 grants will be available for the program. Please visit <https://short.wu.ac.at/isp-grant> for further information

**Website & contact****Program website:** <https://short.wu.ac.at/buenos-aires>**Contact:** [spwu@wu.ac.at](mailto:spwu@wu.ac.at)