

Rooms: February 3-14: SV404 | February 17 to 21: A1

|       | Week 1      |  |   |   |   |  |                    | Week 2 |     |     |     |     |     |                      | Week 3 |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
|-------|-------------|--|---|---|---|--|--------------------|--------|-----|-----|-----|-----|-----|----------------------|--------|-----|-----------------------------|-----|---------------|-----|---|---|---|--------------------------------|---|----------------------|--|--|--|--|--|--|---|---|---|---|---|--|--|
|       | SUN         | MON  | TUE   | WED   | THU   | FRI  | SAT                | SUN    | MON | TUE | WED | THU | FRI | SAT                  | SUN    | MON | TUE                         | WED | THU           | FRI | SAT   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| Date  | 2           | 3  | 4   | 5   | 6   | 7  | 8                  | 9      | 10  | 11  | 12  | 13  | 14  | 15                   | 16     | 17  | 18                          | 19  | 20            | 21  | 22  |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 08:00 | Arrival day |  |   |   |   |  | Weekend - no class |        |     |     |     |     |     |                      |        |     |                             |     | Departure Day |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 08:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     | Milestone 1 Deadline |        |     |                             |     |               |     |   |   |   |                                |   | Milestone 2 Deadline |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 09:00 |             | Introduction to the course, environmental analysis; market assessment & selection - T. Freudenreich                                | Culture; Consumer Culture; Marketing Research - T. Freudenreich | Segmentation, Targeting & Positioning in Global Markets - T. Freudenreich | Introduction to international marketing mix decisions; Introedction to global Product Decisions - T. Freudenreich | Business Environment in Argentina - T. Freudenreich & J. Almada          |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     | International Commercial Strategy - J. Almada | Global Distribution Decision; Global Marketing; Intl. Marketing Dept. Structure - J. Almada | International Operations & Argentina Infrastructure - J. Almada | Market Entry Modes - J. Almada | Global Communicatio n Decisions - J. Almada |                      |  |  |  |  |  |  | Global Princing Decisions - T. Karpukhina | Global Innovation & New Product Development - T. Karpukhina | Contemporary Cases adnd Issues in International Marketing - T. Karpukhina | Delivering your message right - T. Karpukhina | Final Presentations - J. Almada & T. Karpukhina |  |  |
| 09:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 10:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 10:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 11:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 11:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 12:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 12:30 |             | Welcome lunch - Room: main cafeteria   |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     | Closing ceremony. Room: TBC |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 13:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 13:30 |             | City tour. The bus will depart at 2 from the UTDT main entrance and will return to the same spot at 18 approx. Please be punctual. | Project Work  | Project Work  | Project Work  | 14:30 - 16:00 Visit to Austrian Trade Commission (WKO) WU Students only! |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     | Tango lesson. Room: SV303                     | Project Work  | Project Work  | Toyota company visit (TBC)     | Project Work                                |                      |  |  |  |  |  |  | Surprise activity Room: SV303             | Project Work  | Project Work  | Project Work                                  |   |  |  |
| 14:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 14:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 15:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 15:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 16:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 16:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 17:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 17:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 18:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 18:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 19:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 19:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 20:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 20:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 21:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 21:30 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |
| 22:00 |             |  |   |   |   |  |                    |        |     |     |     |     |     |                      |        |     |                             |     |               |     |   |   |   |                                |   |                      |  |  |  |  |  |  |   |   |   |   |   |  |  |

Company visit La Fuerza (TBC)