

Buenos Aires Global Marketing Program

Organized by [Universidad Torcuato Di Tella](https://www.utdt.edu) and [WU \(Vienna University of Business and Economics\)](https://www.wu.ac.at)



General Info	Location: Buenos Aires, Argentina Duration: 3 weeks Level: Bachelor's students (advanced) Partner university: Universidad Torcuato Di Tella Available places for WU students: approx. 20
Dates	Program dates: January 30 - February 17, 2023 Scheduled travel days: Arrival day: January 29; Departure day: February 18, 2023 Flights are to be organized and paid for by the students themselves
Academic aspects	Topic: Managing international business challenges with a focus on global marketing ECTS credits: 8 Language of instruction: English Lecturers: WU: ao.Univ.Prof. Dr. Barbara Stöttinger Riina Koris, PhD (Estonian Business School) UTDT: Prof. Jorge Almada
Course accreditations at WU These accreditation possibilities are subject to change.	<ul style="list-style-type: none"> • SBWL "Marketing and Consumer Research": Course V • SBWL "International Marketing Management" (IMM): 2 Electives OR Foundations and 1 Elective (Requirement: Pass of entry test and admission to IMM-SBWL) • SBWL "Marketing": Course IV (Hot Topics in Marketing) • SBWL "Handel und Marketing": Course V (Requirement: Pass of Grundkurse I and II) • SBWL "International Business" Course IV (Markets) • Cross Functional Management: Special Topics in Marketing Management • International Course I or II / Internationales Wahlfach I oder II (BaWiSo – IBW, possible to combine with other courses) • Free Electives (BaWiso / BBE) <p>The Buenos Aires Global Marketing Program 2023 can be accredited as 2 regular courses at WU worth 8 ECTS credits in total. Please note that the ECTS credits can also be confirmed as (part of) the "IBW International Experience".</p>
Program fee	€ 620 The program fee will include (tbc): <ul style="list-style-type: none"> • Course fee (lectures) and course material • WU coordination prior and during the program • Meals on selected lecture days • Opening and Closing Reception • International Cultural Evening • Foreign travel health insurance <p>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.</p> <p>WU Grant for ISP: Up to 5 grants will be available for the program. Please visit https://short.wu.ac.at/isp-grant for further information.</p>
Application period: October 17, 2022 2 p.m. – October 24, 2022, 12 p.m. Application website: https://short.wu.ac.at/isp-apply	