

# HWR Berlin Summer School 2026

## Markets and Management in Europe (M+M)

### Overview

This course explores themes such as intercultural management, marketing, and economics in order to investigate European business and its interaction with the rest of the world.

### Date

28 June – 18 July 2026

### Course Content

- Cultural Management
- Economics of the European Union
- Marketing for the Automotive Industry

### The course programme also includes:

- Study visits to companies
- Module on German culture and society from an intercultural perspective

### Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

### Prerequisites

Upper undergraduate students of business and economics (after two years of study) or graduates with good standing.

### Number of Participants

20–25

### Course Fees

€ 995 (without accommodation)

This includes tuition and programme fees, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

### Credits

- 6 ECTS: Business Programme
- 1 ECTS: German culture & society module
- Up to 7 ECTS credits

### Accommodation

- Student hotel (double room)
- Arrival 28 June (move-in), departure 18 July (move-out)
- Optional booking upon request

### Culture and Leisure Time Programme

The summer school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, boat trip, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

### Registration Deadline

- 1 April 2026
- 10 March 2026 for nominated students from partner universities
- Early-Bird 10% by 10 March 2026

### Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

[www.hwr-berlin.de/summerschools](http://www.hwr-berlin.de/summerschools)

# Syllabus

This course provides students with an insight into key aspects of marketing and management within the European business context. Students will develop an understanding of the value of cross-cultural/diversity management and its associated concepts, benefits and pitfalls. After the programme students will also be able to assess the state of European political and economic integration, and will explore the EU's role within global markets. Students will undertake an analysis of marketing and branding strategies in the automotive industry in order to understand consumer behaviour, market segmentation and target group modelling. They will also be equipped to develop and present marketing communication concepts related to branding strategies.

## Lecturers

Dr. Jessica Di Bella, Prof. Dr. Tim Lohse, tba

## Week 1

Day	Cross-Cultural Management: Culture, Diversity & Sustainability
1	<ul style="list-style-type: none"><li>• Understanding Culture</li><li>• Cross-cultural Communication and Leadership</li></ul>
2	<ul style="list-style-type: none"><li>• Understanding Diversity, Equity and Inclusion</li><li>• Diversity Trainings</li></ul>
3	<ul style="list-style-type: none"><li>• Understanding Sustainability and Green Leadership</li><li>• World Café, Panel and Discussion</li></ul>
4	<ul style="list-style-type: none"><li>• Assessment</li><li>• Study Visit</li></ul>

## Week 2

Day	Economics of the European Union
1	<ul style="list-style-type: none"><li>• Introduction: present state of the European Union</li><li>• EU decision-making</li><li>• Study visit: Representation of the EU in Berlin</li></ul>
2	<ul style="list-style-type: none"><li>• Composition of EU trade / trade integration</li></ul>
3	<ul style="list-style-type: none"><li>• EU regional policy / labour markets and migration</li></ul>
4	<ul style="list-style-type: none"><li>• The EMU and Eurozone</li></ul>
5	<ul style="list-style-type: none"><li>• Assessment: written test</li></ul>

## Week 3

Day	Marketing for the Automotive Industry
1	<ul style="list-style-type: none"><li>• Introduction: automotive marketing</li><li>• Brands and branding strategies in the automotive industry</li><li>• Customer behaviour in European automotive markets</li></ul>
2	<ul style="list-style-type: none"><li>• Disruption and digital transformation of the global automotive industry</li><li>• The "diesel scandal" and other topics</li></ul>
3	<ul style="list-style-type: none"><li>• Study visit</li></ul>
4	<ul style="list-style-type: none"><li>• Automotive marketing in Europe and Germany: facts and figures</li></ul>
5	<ul style="list-style-type: none"><li>• Assessment: group presentation</li></ul>

## Weeks 1–3: Additional Module

### German Culture and Society: Intercultural Perspectives

- Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers
- The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

\* Course content/lecturers may be subject to change

For a more detailed syllabus, please email [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)