

**h\_da** darmstadt university  
of applied sciences

member of  
**ewt+**  
EUROPEAN UNIVERSITY  
OF TECHNOLOGY

**Hessen:IWU 2025**  
**Winter University Program**

# Agenda

1. Short facts about WUP 2025
2. Academic courses
3. German language class
4. Social and cultural activities
5. Accommodation
6. Program fee & application
7. Q & A

# 1. Short facts about WUP 2025

- Virtual 3-4 virtual sessions in December
- On site: January 02 (arrival day) – January 23 (departure day)  
→ early departure possible
- 2 courses, 6 ECTS each:
  - International Marketing and Sales
  - Digital Transformation and Intercultural Communication
- German language course (3 ECTS)
- → 9 ECTS total
- Social and cultural activities

## 2. Academic courses

### *International Marketing & Sales*

- Academic director: Professor Dr. Matthias Neu, Darmstadt Business School
- Content:
  - International marketing
  - Sales management
  - Written & telephone sales
  - E-commerce
  - Market entry decisions
  - Product & Price Policy
  - Communication & International Branding
- Excursions:
  - Lufthansa (confirmed)
  - Stihl (confirmed)
  - BMW (not confirmed yet)

## 2. Academic courses

### ***Digital Transformation & Intercultural Communication***

- Academic directors: Professor Dr. Katrin Döveling, Department of Social Sciences & Dr. Tamara Onnis, Language Center
- Content:
  - How does each country and culture tackle the digital challenges?
  - What is the impact of different forms of digital media on our daily life?
  - How do we make use of different media for emotion regulation?
  - How do the diverse forms of digital media affect us?
  - Forms of communication (verbal/non-verbal)
  - How does media change the way we communicate?
  - How does culture affect the way we communicate and our identity?
- Excursions:
  - Museum of Communication (confirmed)
  - ZDF tv station (confirmed)
  - House of Digital Transformation (not yet confirmed)
  - Five Continents Museum (not yet confirmed)

## 2. Academic courses

### *Munich excursion*

- Both academic and cultural excursion
- January 09-12
- Academic excursions on January 10
- Free time in Munich on January 11 or trip to Neuschwanstein castle
- Accommodation in a hostel (4 people per room)



### 3. German language course

- Courses on all levels of the Common European Framework of Reference for Languages, A1-C2
- Not like a regular German course 😊
- Excursion to the market or the bakery
- Intensive course: 2-3h per day
- 3 ECTS

## 4. Social & cultural activities











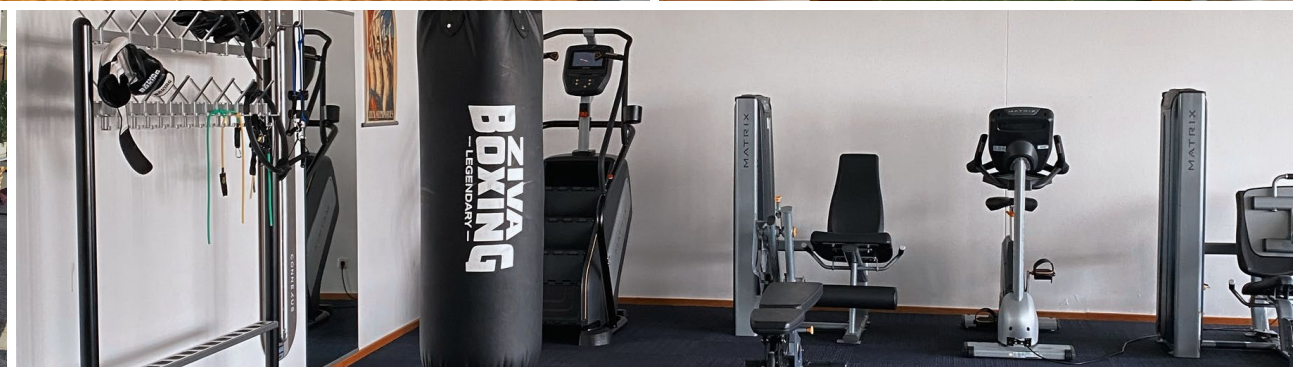
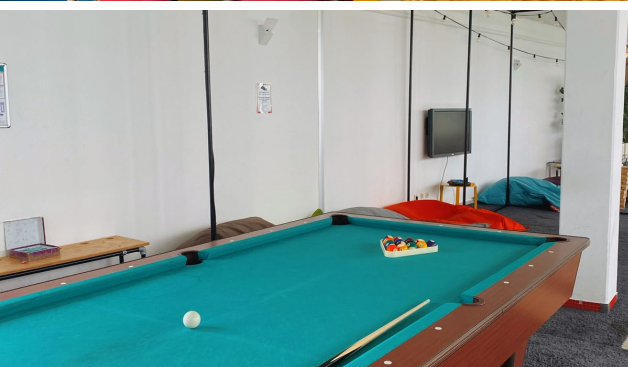




## 5. Accommodation

- Greet Hotel in Darmstadt (walking distance to campus, ~15 minutes)
- Single rooms
- Kitchen available
- Gym room, co-working spaces, game area, outside BBQ area,
- Laundry facilities available





## 6. Program fee & application

- Regular program fee: 2.400 Euro (included: accommodation, scheduled activities, public transportation ticket for Darmstadt, insurances)
- Early-bird until September 01 : 2.200 Euro
  - Exception 1: students from partner universities
  - Exception 2: students from Wisconsin, Massachusetts, Queensland
- Online application via MoveON



“You gain everything on this program. A deeper understanding of yourself and others, knowledge about other cultures, professionalism, networking, friends, and an appreciation of you own country as well. I will remember this experience for the rest of my life. I’m really glad I came.”

WUP 2023 participant from Massachusetts, USA

# Q&A

## Contact information:

- [short-term@h-da.de](mailto:short-term@h-da.de)
- [wup.h-da.de](http://wup.h-da.de)
- Program coordinator: Jessica Mayer