

Factsheet

Vienna Global Branding Program^{WU}

WU (Vienna University of Economics and Business)

May 12 – May 23, 2025

Quick Facts & Academic Program

The **Vienna Global Branding Program** will take place from **May 12 – May 23, 2025**, for a group of **master and MBA students** from both international partner institutions and WU, who will jointly attend and work together in this **intensive academic program**.

The course program will be taught by Dr. Arne Floh and Maria Yoveska, M.Sc. from [WU's Department of Global Business and Trade](#).

In the course "Global Branding Strategies for SMEs", students will learn how to create and implement global branding strategies for small and medium-sized enterprises. The course combines theory, guest speakers, and hands-on workshops on digital tools and cross-cultural marketing. Students will collaborate on projects, design real-world branding strategies, and engage in discussions that foster critical thinking.

The program includes **social and cultural activities on-site**, to give students a taste of Austrian culture while providing opportunities for networking and socializing, with the goal of offering both a high quality **academic and intercultural experience** to participants.

The program is worth a total of **5 ECTS credits**.

Participating students will receive a WU certificate with a grade for this two-week full-time program. The final grade will be based on the group project work and on the students' individual course performance (including pre-course assignments and participation in class).

Application Requirements

Application requirements for the Vienna Global Branding Program are **current enrollment in a Master's/MBA program** at WU or a WU partner university and **excellent English language skills**.

Students from WU partner universities need to be nominated for this program by their home university.

The number of participants in the program is limited to foster a close cooperation between students and faculty.

Nomination and Application Procedure

Students from WU partner universities

WU partner universities are kindly asked to nominate their students by the nomination deadline on **February 28, 2025**. Partner universities are asked to reach out via email to discuss a nomination quota. Partner universities will then be provided with a nomination form.

After nomination by their home university, students will be asked to fill out an online application form and upload all necessary supporting documents (CV and motivation statement). The link to the online application form will be sent to nominated students via e-mail.

WU students

WU students need to apply online between January 15 and February 15, 2025 and need to upload the supporting documents (CV and motivation statement). Upon successful application, students will be registered for the course in LPIS.

Program Fee & Services

As the Global Branding Strategies for SMEs Program is designed as an exchange program*, students do not pay tuition fees at WU. However, a program fee to cover program services is required.

Program Fee

€ 740

The program fee includes:

- Public transport ticket Vienna for the course duration
- Course materials
- Grade certificate
- Company visits and / or guest speaker sessions
- Selected social and cultural events, such as a sightseeing tour of Vienna, a daytrip outside of Vienna, a welcome and farewell event
- Access to WU infrastructure, including WiFi on campus and the university's library
- Support from the Vienna Innovation Program Team

Please note that the program fee does not include accommodation. We will recommend various options on our website. Students are not bound to these options.

WU students are exempt from paying the fee, but need to pay for optional social events should they wish to attend them.

**4 students count as 1 semester student in the overall exchange balance.*

Website & Contact

Web: <https://short.wu.ac.at/viennaglobalbranding>

E-Mail: springprograms@wu.ac.at