ACCOMMODATION
The Studierendenwerk Stuttgart (Student Services) owns and maintains several student dorms in Stuttgart, many of them situated near or on campus.

For more information please visit: www.studentenwerk-stuttgart.de/en/accommodation

ARRIVAL
Your first contact person will be your buddy. This is a Stuttgart Media University student who will pick you up at the airport or the train station and takes you to your accommodation. They will answer your initial questions and help you to settle in. All international students will meet for the first time during the traditional welcome breakfast which launches the orientation weeks.

ORIENTATION WEEKS
Before the semester starts, we help you to organize your exchange semester. This includes: Registration with the local authorities, opening a bank account, getting your student ID, obtaining a ticket for public transport, internet access and many other things. Your intensive German language course will take place before the semester starts (winter semester only) and, of course, so will a lot of other activities, excursions and fun events.

WELCOME TO STUTTGART
When it comes to Stuttgart, names like Mercedes and Porsche come to most people’s minds. The federal state capital of Baden-Württemberg is famous for being the home of the world’s oldest car manufacturers. With companies like Bosch and Siemens, Stuttgart is in Europe’s leading high-tech region and Germany’s strongest commercial metropolitan area. Furthermore, Stuttgart is one of the greenest cities in Europe and is richly endowed with mineral spas and Numerous springs. Early each year, the largest spring festival in Europe (essentially the Oktoberfest of Stuttgart) takes place at the Cannstatter Wasen, the traditional fairground in the oldest district of the city. When you journey to Stuttgart, you will discover lots more…!

EXCHANGE.NETWORK & OTHER ACTIVITIES
Our student-run initiative organizes various activities for our exchange students – not only during the orientation weeks, but also throughout the semester! Find out more about these activities here: www.hdm-stuttgart.de/international/netzwerke

Your contact to the EXCHANGE.NETWORK
exchange.network@hdm-stuttgart.de
facebook.com/HdmExchangeNetwork/

SCHOLARSHIPS
Students coming from within the European Union may apply for an ERASMUS+ grant at their home university. The Federal State of Baden-Württemberg also offers scholarships for incoming students from our partner universities from all over the world: www.bw-stipendium.de

The German Academic Exchange Service makes different kinds of funding available to foreign students who wish to study in Germany. Find out more here: www.daad.de

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TECHNICAL SALES AND CONSULTING
Minor
STUDENT EXCHANGE
Every semester, Stuttgart Media University welcomes numerous exchange students from all around the world. If you have decided to study in Stuttgart as part of your semester abroad, we’d like to be the first to welcome you!

The academic year at Stuttgart Media University is split into two semesters: a winter semester (September to February) and a summer semester (March to July).

APPLICATION
Step 1: Get nominated by your home university
Step 2: Fill out the online application
Step 3: Upload your supporting documents

APPLICATION DEADLINES
31 May for the following winter semester
31 October for the following summer semester

www.hdm-stuttgart.de/english/exchange_students

SUBJECT TO CHANGE
Please note, that all the information in this booklet is subject to change. For up-to-date details, please visit our website.

TECHNICAL SALES AND CONSULTING
Why did Mozart die poor? Even though a creative genius, Wolfgang Amadeus Mozart failed to profit from his work. He is not the only inventor unable to reap yields from highly valuable products. If you don’t want to be another example of this phenomenon, you need to learn how to get a grip on your market. Online marketing may help but still not suffice to convince customers to invest substantial amounts of money in your products. To make those investments happen, you must also know how to sell.

The 21st century is your century. It is driven by technology. Technology includes both the mechanics and the digital services, i.e., hard and software. The Minor Program “Technical Sales & Consulting” focuses on selling this range of technologies. It is about turning high-tech products and services into profit.

COURSES (Subject to change) ECTS

Mandatory Courses:

- Sales 8
- Consulting 8
- German Language Course 2

Choose 12 ECTS from below:

- Project Management (group work) 8
- Project: Media Production 8
- Presentation and Negotiation Skills 4
- FACT: Finance, Accounting, Controlling, Taxation 12
- Convergent Media 6
- Corporate Media Planning 6
- Another language or cultural course as offered by the Language Centre 2 - 4

For questions concerning this Minor please contact
Prof. Dr. Helmut Wittenzellner
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