



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Language course/short course



## Strategy & Brand Management in the Brewing Industry

HWR Berlin (Berlin School of Economics and Law) • Berlin

### Overview

Course location	Berlin
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Language level of course	<ul style="list-style-type: none"><li>English: B2, C1</li></ul>
Date(s)	<ul style="list-style-type: none"><li>1 January - 20 January 2024 (Registration deadline of course provider: 15 October 2023)</li></ul>
Mode of study	Less than 50% online
Phase(s) of attendance in Germany (applies to the entire course)	Yes, compulsory
Pace of course	Mixed (e.g. fixed exam dates and duration, study content can be studied at any time)
Information on dates, prices and mode of study	<p>1 January to 5 January virtual + 7 January to 20 January 2024 in Berlin</p> <p>Blended learning: One virtual reading week is followed by two weeks on site in Berlin.</p>
Target group	Advanced undergraduate students of business, economics, and related subjects as well as recent graduates and postgraduate students of business, economics, and related subjects
Description/content	<p>This unique course will explore the numerous strategic and marketing-related issues at stake in an industry that is as global as it is local. Students will also examine competitive strategies related to global market leaders and entrepreneurs as well as management challenges in craft beer production, distribution, and brand management. Berlin is the perfect location to study this topic as it is home to a vibrant craft beer scene, several traditional breweries and a number of associations representing the industry – several of which students will have the opportunity to visit during the course. The "German Culture &amp; Society: Intercultural Perspectives" module offers students the chance to reflect on their cross-cultural experiences in greater detail.</p> <p>This course programme is structured into two parts. The <b>virtual "reading week"</b> (1 to 5 January) aims to sensitise participants to current issues related to strategy and brand management in the brewing industry before students dive into the <b>on-site programme and content in Berlin</b> (7 to 20 January).</p>

### Course details

Recognised language exams offered (e.g. DSH, TestDaF, TOEFL)	No
Other degrees / qualifications awarded	Certificate of participation
Types of online learning elements	<ul style="list-style-type: none"> <li>• Online study material provided by institution</li> <li>• Other</li> </ul>
ECTS points (max.)	6
Average number of hours per week	25
Average number of participants per group/course	23

## Costs / Funding

Dates and costs	<ul style="list-style-type: none"> <li>• 1 January - 20 January 2024 (Registration deadline of course provider: 15 October 2023), <b>costs: EUR 930</b></li> </ul>
This price includes	<ul style="list-style-type: none"> <li>• Course fees</li> <li>• Accompanying programme</li> </ul>
Information on dates, prices and mode of study	<p>1 January to 5 January virtual + 7 January to 20 January 2024 in Berlin</p> <p>Blended learning: One virtual reading week is followed by two weeks on site in Berlin.</p>

## Requirements / Registration

Teaching language	<ul style="list-style-type: none"> <li>• English</li> </ul>
Language level of course	<ul style="list-style-type: none"> <li>• English: B2, C1</li> </ul>
Language requirements	Proof of English proficiency (TOEFL ibt 90 or equivalent) required for students whose degree was not taught in English.
Submit application to	<a href="http://www.service4mobility.com/europe_template/BewerbungServlet?identifier=BERLIN06&amp;kz_bew_pers=S&amp;kz_bew_art=IN&amp;aust_prog=Sum&amp;sprache=en">www.service4mobility.com/europe_template/BewerbungServlet?identifier=BERLIN06&amp;kz_bew_pers=S&amp;kz_bew_art=IN&amp;aust_prog=Sum&amp;sprache=en</a>

For further questions regarding your application, please contact us at [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de).

## Services

<b>Is accommodation organised?</b>	Accommodation is arranged by the organiser.
<b>Type of accommodation</b>	Students will share an en-suite room with a same-sex fellow participant in a centrally located hotel or hostel. The accommodation options are situated in popular areas of Berlin with good public transportation connections.
<b>Meals</b>	Breakfast at the arranged accommodation is included. The university cafeteria offers warm and inexpensive options for lunch.
<b>Is a social and leisure programme offered?</b>	Yes
<b>Description of social and leisure programme</b>	Students can take part in company visits as well as in an exciting, optional cultural programme that includes visits to museums and exhibitions, a brewery tour, winter activities, and much more.
<b>Free internet access</b>	Yes
<b>Support in visa matters</b>	Yes
<b>Pick-up service from train station/airport</b>	No

## Contact

### **HWR Berlin (Berlin School of Economics and Law)**

Summer & Winter School

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🌐 Course website: <https://www.hwr-berlin.de/en/study/international-study/hwr-berlin-summer-winter-school/beer-and-the-brewing-industry/>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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## GATE-Germany

Consortium for International Higher Education Marketing  
[www.gate-germany.de](http://www.gate-germany.de)

## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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