



Cross-disciplinary Seminar: Manufacturing- and Marketingmanagement Winter Term 2021/2022

The students will be able to recognize the linkage between manufacturing and marketing management, to identify interface and coordination challenges between these fields and to develop and to implement the solutions based on knowledge acquired.

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| Target Group | <ul style="list-style-type: none">▪ Technology-oriented Management |
| Registration | <ul style="list-style-type: none">▪ 20th of September 12 p.m. – 20th of October 2021 12 p.m.▪ Stud.IP „Interdisziplinäres Seminar: Produktions- und Marketingmanagement“▪ 20 places „first come first serve“▪ Registration is binding |
| Examination & Evaluation | <ul style="list-style-type: none">▪ Essay (ca. 30 pages) in groups (3-4 participants)▪ Group presentations of topics (30 min. pro group + discussion)▪ 8 credits |
| Time Frame | <ul style="list-style-type: none">▪ 1st of November 2021 – 14th of February 2022▪ Deadline for the Essay is on 14th of February 2022 (12 p.m.) – via Email to Ms. S. Rudolf, Mr. P. Grimmel, Ms. Y. Parkhomenko |
| Online Seminar (Webex) | <ul style="list-style-type: none">▪ 1st of November 2021/9:30-11:30 a.m. Kick-off, division into groups▪ 31st of January 2022/9 a.m.-2 p.m. Presentations▪ Online consultation hours |

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If you have any further questions, please do not hesitate to contact Ms. Yulia Parkhomenko (yulia.parkhomenko@tu-braunschweig.de) or our secretary (marketing@tu-braunschweig.de).