FH University of Applied Sciences BFI Vienna
Economics
Management
Finance

TIERGARTEN SCHÖNBRUNN
See animals. Protect species.
www.zoovienna.at

INTERNATIONAL WEEK

MARKETING

15 - 20 May 2022

contact: claudia.redtenbacher@fh-vie.ac.at

EUR 265,-- for international students
EUR 75,-- for UAS BFI students

Photo: Tiergarten Schönbrunn/Daniel Zupanc

More information here:
www.fh-vie.ac.at/international-weeks

IMN
Empowering Intercultural Knowledge

FH University of Applied Sciences BFI Vienna
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Are you interested in gaining international experience, meeting new people from different backgrounds and countries? Or how about further improving your intercultural communication and foreign language skills? Or maybe you want to know what it's like to work on a project in diverse teams, meet new challenges, acquire new skills and reach a common goal? Take the chance and not only gain intercultural and international experience, but also do it online! We are looking forward to your registration and then

we will rock the marketing stage together!

Develop a marketing strategy for the *Vienna Zoo*

buddy
Viennese culture
focused topics
communication skills
intercultural skills
city walk

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Develop a marketing strategy for the Vienna Zoo

Preliminary Programme

Monday	**09:00 - 09:30**	Welcome and country presentations by students
	09:30 - 10:00	Country presentations by students
	10:00 - 12:00	Teambuilding
	14:00 - 16:30	Keynote and tour at the Zoo
Tuesday	**09:00 - 12:00**	Work session
	13:00 - 17:00	Work session
Wednesday	**09:00 - 12:00**	Work session
	~13:00	Social programme
Thursday	**09:00 - 12:00**	Work session
	13:00 - 17:00	Work session
	18:00	Dinner @ UAS BFI Vienna
Friday	**09:00 - 12:00**	Final group presentations & feedback GOODBYE

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