I had the opportunity to take part in the Mannheim Business Summer School programme and I have to say, it was one of the best experiences I have ever had.

Out of the three modules available I decided to pick the Marketing one and I was very satisfied with it. The programme itself was very well developed, our lecturer was very prepared and engaging and the coordinators were very helpful and welcoming throughout the whole programme. I really liked the content of the module as I felt it had enabled me to gain a deeper understanding of international marketing issues, opportunities and strategies which I thought was very relevant to my degree subject.

Also the skills and knowledge that I developed during the Summer School programme are helping me with my studies in my second year. I really enjoyed the company visits and the guided tours of Mannheim and Heidelberg, which I found very fascinating. Mannheim, also known as “The City of Squares” due to its unusual layout, is a very nice city which prides itself for its prestigious university and its beautiful historic buildings and palaces. But its history and its university are not the only things that make this city a great place to visit. Unlike the majority of Germany, Mannheim is very rich in diversity and its multi-cultural population gives the city such a vibrant and buzzing atmosphere, which I loved, with places like “Little Istanbul” that are a must-see.

There are many good shopping areas and restaurants and the social life in Mannheim is really good. One of the things I loved the most about the programme is the amazing people I got to meet and become friends with. I had the opportunity to meet students from all over the world with different backgrounds and points of view and it is amazing how we all blended in incredibly well as a group. If you like discovering new places and new cultures, if you enjoy being part of a diverse environment and making new friends whilst enhancing your academic skills and knowledge, then I would definitively recommend you to apply for the Mannheim Summer School programme!