



Friday, 05th of July 2019

Bachelor seminar “Principles of Marketing – Integrated Lecture and Seminar” Winter semester 2019/20

This winter semester 2019/20 the Chair for Business Administration III – Marketing & Consumer Behavior offers the course “Principles of Marketing – Integrated Lecture and Seminar”, which will be held by Professor Mathieu Kacha from the Université de Lorraine (<http://cerefige.univ-lorraine.fr/fr/membres/membres-titulaires/kacha>). The course language is English.

The course will cover a wide range of topics that deal with fundamental questions, mainly in the field of strategic marketing.

The **kick-off event** will take place on **Monday, 28th of October 2019**, where the seminar topics will be presented. The kick-off event is obligatory.

Target Group:

This course is aimed towards bachelor and master students of Sport, Business and Law who want to deepen their knowledge and abilities regarding basic principles of marketing.

Grading:

- seminar presentation on a textbook chapter, oral participation during the seminar and a short paper in the aftermath of the seminar (approx. five pages)

Crediting:

- Successful participants of this seminar will be granted 5 ECTS. Master students of Sport, Business and Law can utilize this course as a substitute for the module “Grundlagen des Marketing”

Dates (times are expected, subject to change):

- Monday, 28th of October 2019 from noon to 8.00 p.m., room
- Tuesday, 29th of October 2019 from 1.00 p.m. to 6.00 p.m., room

Rooms will be announced on short notice.

Registration:

Binding registration takes place via CampusOnline according to the first-come-first-served principle. If you are unable to register via CampusOnline, please contact our chair's secretary's office via e-mail

(Ms. Tavernier, bwl3@uni-bayreuth.de). Here as well, the first-come-first-served principle applies.

Registration via CampusOnline is possible from Monday, 8th of July 2019, 8.00 p.m. to Friday, 12th of July 2019

For questions regarding the course "Principles of Marketing – Integrated Lecture and Seminar", please contact Mr. Föhr (jonas.foehr@uni-bayreuth.de).

gez. Prof. Dr. Claas Christian Germelmann