



4.11.2019

Master seminar “Capstone Course Sports Marketing” Winter semester 2019/20

This winter semester 2019/20 the Chair of Business Administration III – Marketing & Consumer Behavior offers the seminar “Capstone Course Sports Marketing”, an intense block seminar in cooperation with the **Kelley School of Business from Indiana University (USA)**. The course language is English.

The block seminar will consist of a real-world sports marketing case study which students from the University of Bayreuth will work on in cooperation with students from the Kelley School of Business. Students will have to present their work in a final presentation.

The **kick-off event** will take place in February 2020 (time and place will be announced in advance). Participants of the seminar will receive a personal invitation to the kick-off event.

Target Group:

This course is aimed towards master students of Sport, Business and Law, as well as master students of Business Administration who want to deepen their knowledge and abilities regarding sport marketing. The seminar can be credited for the module “B 1.6 Betriebswirtschaftliches Forschungsprojekt”.

Dates:

- Sunday, March 1st until Sunday, March 8th 2020.
From 1st to 3rd of March we will stay in Berlin. Here, among other things we are planning to visit the IU Gateway Office of the Kelley School of Business. From 3rd of March to 8th of March we are in Bayreuth. In addition to the visit of another sport organization, we are planning the visit the medi Bayreuth game on 8th of March 2020.

Grading:

- Participation during the seminar and final presentation of the case study

Crediting:

- Successful participants of this seminar will be granted 6 ECTS. Full participation from March 1st until March 8th 2020 is required.

Application deadline:

Application for the seminar is possible until Sunday, 1 of December 2019. Please include a letter of motivation and a CV in your application. Send your application to jannike.harnischmacher@uni-bayreuth.de

For questions regarding the seminar “Capstone Course Sports Marketing”, please contact Jannike Harnischmacher (jannike.harnischmacher@uni-bayreuth.de).

Tentative program
(4.11.2019)

Date	Activities (tentative)	Notes
Sun, March 1	<p>Arrival in Berlin and transfer to hotel (name and address will be announced in advance)</p> <p><u>Early afternoon</u>: Meet in the hotel lobby for a guided tour through historic and modern Berlin</p> <p><u>Evening</u>: Dinner (name and address will be announced in advance in case of late arrival)</p>	Tour guide has a PhD in German history
Mon, March 2	<p><u>Morning and early afternoon (until 3.30)</u>: Seminar on Principles of Sports Marketing, IU Gateway Office with Prof. Dr. C. C. Germelmann: Sport As Dynamic Marketing Context</p> <p>Lunch at IU Gateway Office</p> <p><u>Late afternoon</u>: free time to explore the city of Berlin</p> <p><u>Evening</u>: Dinner</p>	
Tues, March 3	<p><u>Early Morning</u>: Train or bus from Berlin to Bayreuth</p> <p><u>Afternoon</u>: Presentation of sports management cases</p> <p>Kick off and Group work on the case at University on Bayreuth</p> <p><u>Evening</u>: Dinner</p>	Hands-on and real-world case work
Weds, March 4	<p><u>Morning</u>: Group work on the case</p> <p>Lunch at the University Cafeteria</p> <p><u>Afternoon</u>: Group work on the case</p> <p>Dinner at the University Mensa</p>	
Thurs, March 5	<p><u>Morning</u>: Sports management research at the University of Bayreuth: presentation and further input for case studies</p> <p>Managerial insights from the field: very special local case on challenges at the world's largest triathlon race Challenge Roth</p> <p>Lunch at the University Cafeteria</p> <p><u>Afternoon</u>: group work on the cases</p> <p>Dinner at the University Cafeteria</p> <p><u>Evening</u>: Prepare presentation</p>	

Fri, March 6	<p><u>Morning</u>: Final presentation of case to the client</p> <p>Lunch at the University Cafeteria</p> <p><u>Afternoon</u>: Guided tour through Bayreuth (starting at the hotel): Old City Center, Old Opera House (World Cultural Heritage), Villa Wahnfried.</p> <p><u>Evening</u>: Beer-Tasting event and/or guided tour in beer museum and dinner at Brewery Maisel's (www.liebesbier.de) (drinks on your own)</p>
Sat, March 7	<p>Free time (no official program) to explore Bayreuth or Nuremberg or other places in Franconia</p>
Sun, March 8	<p><u>Afternoon</u>: Visit basketball game of medi Bayreuth in Bayreuth</p> <p style="text-align: center;">- Official end of course -</p>