



19/10/2021

Master seminar “Capstone Course Sports Marketing” Winter semester 2021/22

This winter semester 2021/22 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 2022 (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:

- Monday, 28th of February 2022 until Saturday, 5th of March 2022.

Grading:

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

Crediting:

- Successful participants of this seminar will be granted 6 ECTS. Participation from 28th of February 2022 until Saturday, 5th of March 2022 is required.

Costs: 75€ (contribution to costs for dinners, activities, events during the week)

Application deadline:

Application for the seminar is possible until Sunday, 7th of November 2021. Please include a letter of motivation and a CV in your application. Send your application to lisa-marie.merkl@uni-bayreuth.de.

For questions regarding the seminar “Capstone Course Sports Marketing”, please contact Jannike Harnischmacher (jannike.harnischmacher@uni-bayreuth.de) or Lisa-Marie Merkl (lisa-marie.merkl@uni-bayreuth.de).

2022 Student Short Term Exchange Program (tentative)
Kelley School of Business and University of Bayreuth
Sports Marketing Seminar
(19.10.21)

Date	Activities (tentative)
Sun, Feb 27	<i>Individual Arrival in Bayreuth</i>
	<i>Dinner</i>
Mon, Feb 28	Guided tour through Bayreuth (starting at the hotel): Old City Center, Villa Wahnfried, Opera House
	<i>Lunch at the University Cafeteria</i>
	Seminar on Principles of Sports Marketing (Part I) with Prof. Dr. C. C. Germelmann: Sport As Dynamic Marketing Context
	Campus tour
	<i>Dinner</i>
Tue, March 1	<i>Morning run exploring the city and parks (optional)</i>
	Presentation of sports management cases
	<i>Lunch at the University</i>
	Kick off and Group work on the case at University on Bayreuth
	<i>Dinner</i>
Wed, March 2	Sports management research at the University of Bayreuth: "Let's build a sport brand! ...but how? Integrative branding in sport management" with Prof. Dr. Tim Ströbel
	Presentation: t.b.a.
	<i>Lunch at the University Cafeteria</i>
	Group work on the case
	<i>Dinner</i>
Thur, March 3	Group work on the case
	<i>Lunch at the University Cafeteria</i>
	Group work on the case
	<i>Dinner</i>
Fri, March 4	Final presentation of case to the client
	<i>Lunch at the University Cafeteria</i>
	Guided tour through Bayreuth Festspielhaus
	at Brewery Maisel's (Andreas-Maisel-Weg 1, 95445 Bayreuth)
	Guided tour in beer museum
	Beer-Tasting event
	<i>Dinner (drinks on your own)</i>
Sat, March 5	Optional: individual tours (group organised): Basketball match in Weißenstadt: medi Bayreuth vs. Weißenstadt OR Tour Allianz Arena (munich) OR Match: Bayern München vs. Bayer Leverkusen (Allianz Arena, Munich)
Sun, March 6	Get packed (Check-Out: 12:00 AM) Individual departure from Bayreuth