



05/10/2022

## Master seminar “Capstone Course Sports Marketing” Winter semester 2022/23

This winter semester 2022/23 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 January/February 2023 (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, 5<sup>th</sup> of March 2023 until Sunday, 12<sup>th</sup> of March 2023.

### 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 5<sup>th</sup> of March 2023 until Friday, 10<sup>th</sup> of March 2023 is required.

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

### Application deadline:

Application for the seminar is possible until Sunday, 20<sup>th</sup> of November 2022. Please include a letter of motivation and a CV in your application. Send your application to [lisa-marie.merkl@uni-bayreuth.de](mailto:lisa-marie.merkl@uni-bayreuth.de).

For questions regarding the seminar “Capstone Course Sports Marketing”, please contact Lisa-Marie Merkl ([lisa-marie.merkl@uni-bayreuth.de](mailto:lisa-marie.merkl@uni-bayreuth.de)).

**2023 Student Short Term Exchange Program (tentative)**  
**Kelley School of Business and University of Bayreuth**  
**Sports Marketing Seminar**

(05.10.22)

<b>Date</b>	<b>Time</b>	<b>Activities (tentative)</b>
<b>Sun, March 5</b>		Arrival in Berlin and transfer to "Three Little Pigs Hostel" (Stresemannstraße 66, 10963 Berlin)
	2:00 PM	Meet in the hotel lobby
	2:30 PM	Guided tour through historic and modern Berlin
	7:00 PM	Dinner at Max und Moritz (Oranienstrasse 162 10969 Berlin-Kreuzberg)
<b>Mon, March 6</b>	8:00 AM	Meeting in the Lobby "Three little pigs Hostel"
	9:00 AM	Seminar on Principles of Sports Marketing, IU Gateway Office with Prof. Dr. C. C. Germelmann: Sport As Dynamic Marketing Context
	12:30 PM	Lunch at IU Gateway Office
	2:00 PM	free time to explore the city of Berlin
	7:00 PM	Dinner at Piazza Diomira (Stresemannstraße 60, 10163 Berlin)
<b>Tues, March 7</b>	Morning	Train from Berlin to Bayreuth
		Check in at the B&B Hotel (Dilchertstraße 1, 95444 Bayreuth)
	~ 1:30 PM	Lunch at the University (rooms S66, S67, S68)
	3:00 PM	Presentation of sports management cases
		Kick off and Group work on the case at University on Bayreuth
	7:00 PM	Dinner at Oskar (Maximilianstraße 33, 95444 Bayreuth)
<b>Weds, March 8</b>	9:00 AM	Seminar/Talk with Prof. Dr. Herbert Woratschek
	10:30 AM	Group work on the case
		Lunch at the University Cafeteria
	Afternoon	Group work on the case
	Evening	Dinner at the University Mensa
<b>Thurs, March 9</b>	9:00 AM	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
	10:30 AM	Group work on the case
		Lunch at the University Cafeteria
	Afternoon	Group work on the case
	Evening	Dinner at the University Cafeteria Prepare presentation

<b>Fri, March 10</b>	9:00 AM	Final presentation of case to the client
		Lunch at the University Cafeteria
	Afternoon	Guided tour through Bayreuth (starting at the hotel): Old City Center, Villa Wahnfried
	3:15 PM	Old Opera House (World Cultural Heritage)
	Beer-Evening	at Brewery Maisel's (Andreas-Maisel-Weg 1, 95445 Bayreuth)
	5:00 PM	Guided tour in beer museum
	6:00 PM	Beer-Tasting event with beer sommelier
	7:00 PM	Dinner (drinks on your own)
<b>- Official end of course -</b>		
<b>Sat, March 11</b>		Free time (no official program) to explore Bayreuth or Nuremberg or other places in Franconia
<b>Sun, March 12</b>	Morning	Get packed (Check-Out: 12:00 AM)
	Afternoon	Visit top basketball game: derby of medi Bayreuth vs. FC Bayern München in Bayreuth
<b>Individual departure from Bayreuth</b>		