



07.01.2019

Master seminar “Capstone Course Sports Marketing” Winter semester 2018/19

This winter semester 2018/19 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 room S 2.169 (building RW I) on Tuesday, 12 February 2019, 4.30-5.30 pm. 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, February 24th until Sunday, March 3rd 2019.
From 24th to 26th of February we will stay in Berlin. Here, among other things we are planning to visit a sports organization as well as the IU Gateway Office of the Kelley School of Business. From 26th of February to 3rd 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 3rd of March 2019.

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 February 24th until March 3rd 2019 is required.

Application deadline:

Application for the seminar is possible until Thursday, 24 January 2019. Please include a letter of motivation and a CV in your application. Send your application to larissa.diekmann@uni-bayreuth.de

For questions regarding the seminar “Capstone Course Sports Marketing”, please contact Larissa Diekmann (larissa.diekmann@uni-bayreuth.de).