



16.10.2020

Digital Master seminar “Capstone Course Sports Marketing” Winter semester 2020/21

This winter semester 2020/21 the Chair of Business Administration III – Marketing & Consumer Behavior offers the virtual 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 digital **kick-off event** will take place in November 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:

- Monday, November 30th until Friday, December 11th 2020 (see Program attached)
During the first week of the course we will have daily zoom meetings with lectures and social events. During the second week you will have free time to work with your group on the cases. The final presentation will take place on December 11th.

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 November 30th until December 11th 2020 is required.

Application deadline:

Application for the seminar is open until Sunday, 8th of November 2020, 23:59 p.m. Please include a short letter of motivation (max. 200 words) detailing which capabilities and motivations you would bring to the table if selected to become a member of the 2020/21 Capstone Course team. Please also include your CV in your application. Please 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
(15.10.2020)

Date	Time	Activities (tentative)
Mon, Nov 30	14:00	Welcome / Introduction
		Introduction Videos: Get to know each other
		Greetings from the Gateway Office Berlin
		Virtual City Tour Bayreuth
Tue, Dez 1	14:00	Seminar on Principles of Sports Marketing (Part I) with Prof. Dr. C. C. Germelmann: Sport As Dynamic Marketing Context
	16:00	Coffee break
	16:30	Seminar on Principles of Sports Marketing (Part II)
	18:30	Introduction Campus Video Preparation
		Free time to prepare campus video
Weds, Dez 2	morning	Free time to prepare campus video
	14:00 - 16:00	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
	18:00 dinner	Cooking together
Thurs, Dez 3	14:00 - 16:00	"FC Bayern München" - talking with Benno Ruwe (Head of International Relationships & Product Development at FC Bayern München)
		The Athlete's Perspective: Being a Master student at the University of Bayreuth and a player in a German National Team (solicited)
		Video Show: Campus Videos
	evening	Beer Tasting Evening
Fri, Dez 4	14:00	Presentation of sports management cases "Using Sport Successes for University Branding - when there is no NCAA" Case competition in 4 groups
	evening	Group work on the case
Sat, Dez 5 - Thurs, Dez 10		Free time to work on the case and prepare presentations (online open door)
Fri, Dez 11	15:00	Final case presentations for the clients and a jury