



12/10/2023

## Master seminar “Capstone Course Sports Marketing” Winter semester 2023/24

This winter semester 2023/24, 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 Kelley School of Business students. Students will have to present their work in a final presentation.

The **kick-off event** will take place in January/February 2024 (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 and master students of Business Administration who want to deepen their knowledge and abilities regarding sports marketing. The seminar can be credited to the module “B 1.6 Betriebswirtschaftliches Forschungsprojekt”.

### Dates:

- Sunday, 3<sup>rd</sup> of March 2024 until Sunday, 10<sup>th</sup> of March 2024.

### 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 3<sup>rd</sup> of March 2024 until Friday, the 8<sup>th</sup> of March 2024, is required.

### Costs:

- Booking of accommodation in Berlin (3<sup>rd</sup> – 5<sup>th</sup> of March) at your own expense.
- We cover the costs for all other listed activities of the program.

### Application deadline:

Application for the seminar is possible until Sunday, 19<sup>th</sup> of November 2023. 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)).

## 2024 Student Short-Term Exchange “Sports Marketing Seminar”

### Kelley School of Business and the University of Bayreuth

#### Tentative Program (02.10.23)

#### Sunday, March 3

- Arrival in Berlin and transfer to the hotel we will suggest soon.
- 2:00 PM: Meet in the lobby
- 2.30 PM: Guided tour through historic and modern Berlin
- 7:00 PM: Dinner at Max und Moritz (Oranienstrasse 162, 10969 Berlin-Kreuzberg)

#### Monday, March 4

- 8:00 AM: Meeting in the lobby
- 9:00 AM: Seminar on Principles of Sports Marketing, IU Gateway Office with Prof. Dr. C. C. Germelmann: Sport As Dynamic Marketing Context
- 2:00 PM: Free time to explore the city of Berlin
- 7:00 PM: Dinner at Ristorante Diomira (Stresemannstraße 60, 10163 Berlin)

#### Tuesday, March 5

- About 8:00 AM: Train from Berlin to Bayreuth
- Check in at the B&B Hotel (Dilchertstraße 1, 95444 Bayreuth)
- About 1:30 PM: Lunch at the University (rooms S66, S67, S68)
- 3:00 PM: Presentation of Real World Sports Marketing Cases
- Kick-off and Group work on the case at the University of Bayreuth
- 7:00 PM: Dinner at Oskar - the traditional Franconian restaurant (Maximilianstraße 33, 95444 Bayreuth)

#### Wednesday, March 6

- 9:00 AM: Seminar/Talk with Prof. Dr. Herbert Woratschek
- 10:30 AM: Group work on the case
- Lunch at the stylish modern kitchen of the University
- Afternoon: Group work on the case
- Evening: explore the local gastronomic scene

#### Thursday, March 7

- 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 stylish modern kitchen of the University
- Afternoon: Group work on the case
- Evening: explore the local gastronomic scene

#### Friday, March 8

- 10:00 AM: Final presentation of Sports Marketing Cases to the client
- Lunch at the University Cafeteria
- 2:00 PM: Guided tour through Bayreuth (starting at the hotel): Baroque city center, Villa Wahnfried
- 3:30 PM: Tour of the Margravine Opera House (World Cultural Heritage)  
<https://www.youtube.com/watch?v=ZH3D9oT5-gg>
- 6:00 PM: Evening with local beer culture: tour of the beer museum and dinner with beer tasting in the restaurant Liebesbier

#### Saturday, March 9

- Time to explore Bayreuth or other places in Franconia on your own or in groups with the German students

#### Sunday, March 10

- Morning: Get packed (Check-Out: 12:00 AM)
- 2:00 PM: Visit the basketball game



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