



27/10/2025

Master seminar “Capstone Course Sports Marketing” Winter semester 2025/26

This winter semester 2025/26, 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 2026 (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, 8th of March 2026 until Sunday, 15th of March 2026.

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 8th of March 2026 until Friday, 15th of March 2026, is required.

Costs:

- Booking of accommodation in Berlin (8th – 10th 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 Friday, 21st of November 2025. Please include a letter of motivation and a CV in your application. Send your application to Helen Bommel helen.bommel@uni-bayreuth.de and Lisa Ross lisa.ross@uni-bayreuth.de.

For questions regarding the seminar “Capstone Course Sports Marketing”, please contact Helen Bommel (helen.bommel@uni-bayreuth.de) or Lisa Ross (lisa.ross@uni-bayreuth.de).

 Sun, 8 Mar – Berlin

-  Arrival & Hotel Check-In (TBA)
 -  2:00 PM – Meet in Lobby
 -  2:30 PM – Guided tour through historic and modern Berlin
 -  7:00 PM – Dinner @ Max und Moritz (Oranienstrasse 162, 10969 Berlin-Kreuzberg)
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 Mon, 9 Mar – Berlin

-  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 – Lunch @ Vapiano (am Alex, Rathausstraße 6, 10178 Berlin)
 -  3:00 PM – Visit to the Berlin TV Tower (Panoramastraße 1A, 10178 Berlin)
 -  4:00 PM – Free time to explore the city of Berlin
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 Tue, 10 Mar – Transfer to Bayreuth

About 8:00 AM – Train from Berlin → Bayreuth

-  Check-in: B&B Hotel (Dilchertstraße 1, 95444 Bayreuth)
 -  1:30 PM – Lunch @ University (rooms S66, S67, S68)
 -  3:00 PM – Real-World Sports Marketing Cases: Kick-off + Group Work
 -  7:00 PM – Dinner @ Oskar – Franconian Restaurant (Maximilianstraße 33, 95444 Bayreuth)
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 Wed, 11 Mar – Bayreuth

-  9:00 AM – Research Talk (Tentative): Prof. Dr. Herbert Woratschek
 -  10:30 AM – Group Work on Case
 -  Lunch @ University Modern Kitchen
 -  Afternoon – Group Work
 -  Evening – Explore Bayreuth's Food Scene
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 Thu, 12 Mar – Bayreuth

-  9:00 AM – Research Talk (Tentative): Prof. Dr. Tim Ströbel
 -  10:30 AM – Group Work on Case
 -  Lunch @ University Modern Kitchen
 -  Afternoon – Group Work
 -  Evening – Explore Bayreuth's Food Scene
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 Fri, 13 Mar – Bayreuth

-  10:00 AM – Final Case Presentations (to Client)
 -  Lunch @ University Modern Kitchen
 -  2:00 PM – Guided tour through baroque city center and Villa Wahnfried
 -  3:30 PM – Tour of the Margravine Opera House (UNESCO World Heritage)
<https://www.youtube.com/watch?v=ZH3D9oT5-gg>
 -  6:00 PM – Dinner + Beer Tasting @ Schinner Braustuben (Richard-Wagner-Straße 38, 95444 Bayreuth)
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 Sat, 14 Mar – Bayreuth

Free Day: Explore Bayreuth or Franconia with German Students

 Sun, 15 Mar – Bayreuth

Morning: Pack & Check-Out (12:00 PM)