



10/08/2026

Master seminar “Capstone Course Sports Marketing” Winter semester 2026/27

This winter semester 2026/27, 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 presented by a partner in sports marketing practice, 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 2027 (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:

- Friday, 5th of March 2027 until Friday, 12th of March 2027.

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 Friday, 5th of March 2027 until Friday, 12th of March 2027, is required.

Costs:

- Booking of accommodation in Berlin (5th – 7th 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, 8th of November 2026. All applicants will be notified of the outcome of their application in the following week. 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).



 **2027 Student Short-Term Exchange
Capstone Course: Sports Marketing**

Kelley School of Business & University of Bayreuth

 Tentative Program (as of 09/29/26)



**UNIVERSITÄT
BAYREUTH**

 Fri, 5 Mar – Berlin

 Arrival & Hotel Check-In (TBA)

 6:00 PM – Meet in Lobby

 7:00 PM – Dinner @ Max und Moritz (Oranienstrasse 162, 10969 Berlin-Kreuzberg)

 Sat, 6 Mar – Berlin

 09:00 AM – Meeting in the lobby

 09:30 PM – Guided tour through historic and modern Berlin

 1:00 PM – Lunch @ Vapiano (am Alex, Rathausstraße 6, 10178 Berlin)

 2:00 PM – Visit to the Berlin TV Tower (Panoramastraße 1A, 10178 Berlin)

 3:00 PM – Free time to explore the city of Berlin

 Sun, 7 Mar – Transfer to Bayreuth

 9:00 AM – Seminar on Principles of Sports Marketing, IU Gateway Office with Prof. Dr. C. C. Germelmann: Sport As Dynamic Marketing Context

 12:00 PM – Lunch @ (TBA)

About 2:00 PM – Train from Berlin → Bayreuth

 Check-in: B&B Hotel (Dilchertstraße 1, 95444 Bayreuth)

 7:00 PM – Dinner @ Oskar – Franconian Restaurant (Maximilianstraße 33, 95444 Bayreuth)

 Mon, 8 Mar – Bayreuth

 9:00 AM – Real-World Sports Marketing Cases: Kick-off + Group Work

 10:30 AM – Intensive Session on the Case: Prof. Dr. C. C. Germelmann

 Lunch @ University Modern Kitchen

 Afternoon – Group Work

 Evening – Explore Bayreuth's Food Scene

 Tue, 9 Mar – Bayreuth / Wed, 10 Mar – Bayreuth / Thu, 11 Mar – Bayreuth

 9:00 AM – Research Talk/Intensive Session: (TBA)

 10:30 AM – Group Work on Case

 Lunch @ University Modern Kitchen

 Afternoon – Group Work

 Evening – Explore Bayreuth's Food Scene

 Fri, 12 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 @ Mann's Bräu (Friedrichstraße 23, 95444 Bayreuth)

 Sat, 13 Mar – Bayreuth **Sun, 14 Mar – Bayreuth**

Program ends with dinner on Friday

Travel on your own | Optional: Explore Bayreuth or Franconia on your own with German Students