



10/10/2024

Master seminar “Capstone Course Sports Marketing” Winter semester 2024/25

This winter semester 2024/25, 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 2025 (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, 2nd of March 2025 until Sunday, 9th of March 2025.

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 2nd of March 2025 until Friday, 7th of March 2025, is required.

Costs:

- Booking of accommodation in Berlin (2nd – 4th 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, 8th of November 2024. Please include a letter of motivation and a CV in your application. Send your application to Helen Bommel helen.bommel@uni-bayreuth.de.

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

2025 Student Short-Term Exchange “Sports Marketing Seminar”

Kelley School of Business and the University of Bayreuth

Tentative Program (10.10.24)

Sunday, March 2

- 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 3

- 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 at Vapiano (am Alex, Rathausstraße 6, 10178 Berlin)
- 3:00 PM: Visit to the TV Tower (Panoramastraße 1A, 10178 Berlin)
- 4:00 PM: Free time to explore the city of Berlin

Tuesday, March 4

- 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 5

- 9:00 AM: Research Talk (Tentative): Internationalization of an American Pastime
- 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 6

- 9:00 AM: Research Talk (Tentative): Internationalization of an American Pastime
- 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 7

- 10:00 AM: Final presentation of Sports Marketing Cases to the client
- Lunch at the stylish modern kitchen of the University
- 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: dinner with beer tasting in the restaurant Schinner Braustuben

Saturday, March 8

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

Sunday, March 9

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



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