



# MANAGEMENT SCHOOL MEDIA SUMMER 2019

July 21 to 26, 2019  
Wiesbaden, Germany

## PROGRAM

### Lectures:

- The Summer School is organized by RheinMain University of Applied Sciences
- One week of studying together with students from the USA, South Africa, Spain and Germany
- Interesting lectures and workshops in English by professors from the USA, South Africa, Spain and Germany
- Problem-based learning in small groups (the problem is given by the company Seibert/Media)
- Follow-up option: Taking part in the leadership class of the Competence & Career Center of the RheinMain University

### Side program:

- Excursion to „ZDF“, one of Germany’s biggest TV-Stations
- Side-program with a trip to Rudesheim in the valley of river Rhine, castle tour, wine-tasting and dinner with fellow students and lecturers
- Free Time to discover the Rhine-Main area with free public transportation
- Getting to know Germany and making friends with students from the USA, South Africa, Spain and Germany

## PARTNER UNIVERSITIES



KU.Kansas University, USA



University of Wisconsin-Platteville, USA



RheinMain University, Germany



University of Cape Town, South Africa



California State University Channel Islands, USA



The University of Tampa, USA



Seattle University, USA



Universidad Rey Juan Carlos, Spain

## PRACTICE PARTNER

// **SEIBERT / MEDIA**

## FACTS

- RheinMain University founded in 1971
- All in all about 13.700 students
- 70 degree programs
- Total of 250 professors (600 employees in total)

### The university's leadership

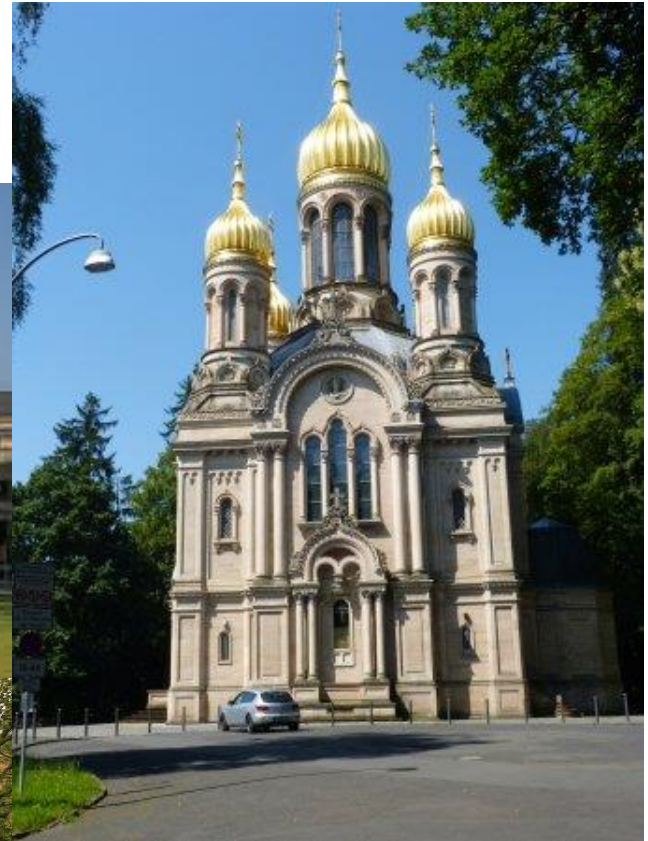
- Prof. Dr. Detlev Reymann, president
- Laura Weißkopf, vice chancellor
- Prof. Dr. Christiane Jost, vice president
- Prof. Dr. Bodo A. Igler, vice president



## LOCATION

- Rhine-Main area is located roughly at the geographical center of Germany with about 6.3 million residents
- The largest city in Rhine-Main area is Frankfurt am Main
- Rhine-Main area is the economic powerhouse of Germany
- Excellent infrastructure with Frankfurt airport and right in the middle of a transportation hub with major rail and road junctions
- Lots of options for interesting day trips to Frankfurt, the Taunus uplands, the Rheingau with river Rhine, etc.
- The valley of river Rhine is famous for growing and making excellent white wine
- Wiesbaden was already chosen as a spa by the ancient Romans and is recognized today as Germany's most significant urban ensemble of historicism

## WIESBADEN



# RHEINGAU VALLEY



## CONTENT

- The Summer School 2019 is planned as a problem-based learning approach for the students
- Seibert / Media (agency for internet services; located in Wiesbaden downtown) will give a real problem that the students have to solve
- Next, to the students working in teams, there will be some lectures that are all around the topics of marketing, communication or brand on the one hand and around career topics on the other hand
- Thus students are going to learn about cultural similarities and differences in other countries and getting to know the tools and strategies of successful international brand management
- Students get an idea of aspects that are important for international careers





# TIMETABLE

	SUN July 21	MON July 22	TUE July 23	WED July 24	THU July 25	FRI July 26				
08:30 - 08:45	<p>Arrival pick-up at Wiesbaden central station</p> <p>free time</p> <p>Meet at hotel</p> <p>Starts 15:30 (50 min) at Stop "Markt"</p> <p>Tour de Wiesbaden with Thermine</p> <p>To get to know...</p> <p>17:30 Dinner in Ratskeller END 20:00 - free time</p> <p>at night</p>	<p>8:00 Pick up at hotel</p>	8:00 Meet at hotel	<p>Work on task</p> <p>"Taking the next step" Felix Pohl (Wiesbaden Chamber of Commerce and Industry)</p> <p>"Social Media: Friend or Foe" Mark Colvenbach (Office of Career Services) The University of Tampa</p> <p>Break</p> <p>"Creating a Market-Responsive Culture" Les Hollingsworth University of Wisconsin-Platteville</p> <p>Lunch break</p> <p>"Importance of Your Brand in the Job Search." Hilary Flanagan (Career Engagement Office) Seattle University</p> <p>"Brand Management" Prof. Dr. Holger Schunk RheinMain University of Applied Sciences (Wiesbaden)</p> <p>Work on task</p> <p>// SEIBERT / MEDIA</p> <p>END 18:00 - free time</p>	<p>Work on task</p> <p>Work on task</p> <p>"Persuasion in Media Campaigns" Katherine Elder California State University, Channel Islands</p> <p>Lunch break</p> <p>13:00 Go to bus</p> <p>Bus ride to Castle Rheinstein</p> <p>14:30 Castle tour</p> <p>15:50 Go to boat</p> <p>16:10 - 17:00 Boat trip on river Rhine with Bingen Rüdeshheimer exit at Rüdeshheim</p> <p>Walk around Rüdeshheim</p> <p>Go to Weingut Störzel</p> <p>18:00 Weingut Störzel wine tasting and dinner 21:00 Go to bus</p>	<p>Work on task</p> <p>Presentation of team results Farewell, certificates</p> <p>photo shooting</p> <p>Lunch break</p> <p>END 14:30 - free time Have a good trip home!</p>	08:30 - 08:45			
08:45 - 09:00			08:45 - 09:00					09:00 - 09:15		
09:00 - 09:15			<p>WELCOME AND OVERVIEW Prof. Dr. Christiane Jost (Vice president) Prof. Dr. Christoph Kochhan (Head of Degree Program Media Management) Gudrun Bolduan (Competence &amp; Career Center)</p>				Trip to ZDF, Mainz			09:00 - 09:15
09:15 - 09:30										09:15 - 09:30
09:30 - 09:45										09:30 - 09:45
09:45 - 10:00										09:45 - 10:00
10:00 - 10:15							9:30 (90 min) Visit ZDF (one of Germany's largest TV stations)			10:00 - 10:15
10:15 - 10:30			<p>"Intercultural Competence / working in diverse groups" Wendy Shoemaker (Career Center) University of Kansas</p>							10:15 - 10:30
10:30 - 10:45										10:30 - 10:45
10:45 - 11:00										10:45 - 11:00
11:00 - 11:15							Go to bus			11:00 - 11:15
11:15 - 11:30			<p>"Branding" Prof. Stephan Schwarz RheinMain University of Applied Sciences (Wiesbaden)</p>							11:15 - 11:30
11:30 - 11:45										11:30 - 11:45
11:45 - 12:00										11:45 - 12:00
12:00 - 12:15										12:00 - 12:15
12:15 - 12:30			Lunch break							12:15 - 12:30
12:30 - 12:45							11:40 (55 min) Sightseeing tour Mainz (discover Mainz with the GUTENBERG EXPRESS, visit St. Stephan's Church with its famous blue stained Marc Chagall glass windows)			12:30 - 12:45
12:45 - 13:00										12:45 - 13:00
13:00 - 13:15			<p>"The ABInBev #NoExcuses Campaign: How One South African Beer Brand Fought Women Abuse" Dr. Ronald Irwin University of Cape Town</p>							13:00 - 13:15
13:15 - 13:30						13:15 - 13:30				
13:30 - 13:45						13:30 - 13:45				
13:45 - 14:00						13:45 - 14:00				
14:00 - 14:15		Go to bus				14:00 - 14:15				
14:15 - 14:30						14:15 - 14:30				
14:30 - 14:45		Bus ride to the city				14:30 - 14:45				
14:45 - 15:00						14:45 - 15:00				
15:00 - 15:15			Spend some time in Mainz (organize yourself to get a snack or have lunch)			14:45 - 15:00				
15:15 - 15:30						15:00 - 15:15				
15:30 - 15:45		// SEIBERT / MEDIA task				15:15 - 15:30				
15:45 - 16:00						15:30 - 15:45				
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17:45 - 18:00						17:30 - 17:45				
18:00 - 18:15						17:45 - 18:00				
18:15 - 18:30		Get Together at the Roof Top END 20:00 - free time	Take the train back to Wiesbaden - free time			18:00 - 18:15				
at night						18:15 - 18:30				
						at night				



Hochschule RheinMain

**DO YOU HAVE ANY QUESTIONS?**

MEDIA MANAGEMENT  
SUMMER SCHOOL 2019  
Hochschule RheinMain

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