



Hochschule RheinMain

# WEEK #1 MEDIA SUMMER MANAGEMENT SCHOOL

July 10 to 15, 2022  
Wiesbaden, Germany

5th Media Management Summer School on  
Intercultural Branding, Marketing Communication  
and International Careers



## Content

- The Summer School week takes place in July and is *organized in cooperation with the Competence & Career Center and the Degree Program Media Management of the RheinMain University*
- It focuses on problem-based learning (first week) in *small groups*
- *Typically a company provides the problem and the students have to solve it and present their results at the end of the week*
- *2022 the problem will be given by //SEIBERT/MEDIA, a company for internet services which is located in Wiesbaden downtown*

## Lectures

- In addition to the problem-based learning, there will be also several lectures and workshops on the topics of marketing, communication and career-related skills
- Students learn about aspects that are important for their careers, especially in international cooperation
- During the week the students also learn about cultural similarities and differences in other countries
- Follow-up option: Taking part in the future *leadership week* of the Competence & Career Center of the RheinMain University in the second week

## Side Program

- *Excursion to »ZDF«, one of the largest German TV-studios*
- *Sightseeing-program with a trip to Rüdesheim in the valley of river Rhine, castle tour, wine-tasting and dinner*
- *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, Europe and Germany*



# SUMMER SCHOOL

## Timetable Week #1

	SAT July 9	SUN July 10	MON July 11	TUE July 12	WED July 13	THU July 14	FRI July 15		
08:30 - 08:45	Arrival	Free Time	Media Campus	Media Campus+F2:F3	Media Campus	Main Campus	Media Campus		
08:45 - 09:00			8:00 Go to the bus	Work on task	"Taking the next step" Felix Pohl (Wiesbaden Chamber of Commerce and Industry)	Work on task	Work on task		
09:00 - 09:15			WELCOME AND OVERVIEW Prof. Dr. Christiane Jost (Vice president) Prof. Dr. Christoph Kochhan (Head of Degree Program Media Management) Gudrun Bolduan (Competence & Career Center)		Work on task			Work on task	Work on task
09:15 - 09:30									
09:30 - 09:45									
09:45 - 10:00			"Working in intercultural groups" Wendy ShoemakerUniversity of Kansas (USA)		Work on task	Work on task	Lecture Marianna Savoca (Career Development & Experiential Education Career Center) Stony Brook University (USA)	Presentation of team results Farewell, certificates	
10:00 - 10:15									
10:15 - 10:30			Lecture Alexander Moutchnik Hochschule RheinMain	Lecture Dr. Ronald Irwin University of Cape Town (South Africa)	Lecture N.N.	Lecture Mark Colvenbach (Office of Career Services) The University of Tampa (USA)			
10:30 - 10:45									
10:45 - 11:00			Lecture N.N.	photo shooting	Lunch	Lunch			
11:00 - 11:15									
11:15 - 11:30			Lecture Mark Stow (Business Engagement, Employability and Careers) Leeds Beckett University (UK)	Go to bus	Lecture William Rhey Chaminade University of Honolulu (USA)	13:00 Go to bus	Bus ride to Rheingau		
11:30 - 11:45									
11:45 - 12:00			Lecture N.N. Vega School (South Africa)	Bus ride to Mainz	Lecture Hilary Flanagan (Career Engagement Office) Seattle University (USA)	Go to boat	END - free time		
12:00 - 12:15									
12:15 - 12:30			Lecture Prof. Dr. Andrea Gschwendtner Hochschule RheinMain	Visit ZDF (one of Germany's largest TV stations)	Feedback on task	Boat trip on river Rhine (Loreley Tour) with Bingen Rüdesheimer exit at Rüdesheim			
12:30 - 12:45									
12:45 - 13:00			Go to bus	Sightseeing + dinner (Heilig Geist) in Mainz	free time	Walk around Rüdesheim			
13:00 - 13:15									
13:15 - 13:30			Company / Task	free time	free time	free time			
13:30 - 13:45									
13:45 - 14:00		Get together END 20:00 - free time	free time	free time	free time				
14:00 - 14:15									
14:15 - 14:30		Get together END 20:00 - free time	free time	free time	free time				
14:30 - 14:45									
14:45 - 15:00		Get together END 20:00 - free time	free time	free time	free time				
15:00 - 15:15									
15:15 - 15:30		Get together END 20:00 - free time	free time	free time	free time				
15:30 - 15:45									
15:45 - 16:00		Get together END 20:00 - free time	free time	free time	free time				
16:00 - 16:15									
16:15 - 16:30		Get together END 20:00 - free time	free time	free time	free time				
16:30 - 16:45									
16:45 - 17:00		Get together END 20:00 - free time	free time	free time	free time				
17:00 - 17:15									
17:15 - 17:30		Get together END 20:00 - free time	free time	free time	free time				
17:30 - 17:45									
17:45 - 18:00		Get together END 20:00 - free time	free time	free time	free time				
18:00 - 18:15									
18:15 - 18:30		Get together END 20:00 - free time	free time	free time	free time				
at night									

# SUMMER SCHOOL

## Partners



KU.Kansas University, USA



UNIVERSITY OF CAPE TOWN  
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

University of Cape Town, South Africa

THE UNIVERSITY  
OF TAMPA

University of Tampa, USA



Loyola Marymount University, USA



Vega School, South Africa

SEATTLEU

Seattle University, USA



Stony Brook University, USA

// SEIBERT / MEDIA

Industry Partner

## Tickets & Conditions

*25 tickets available for international students (EUR 480,-)*

- Accommodation in a single bedroom
- Lunch and refreshments during summer school
- Public transportation within Wiesbaden
- Excursions & cultural side-program (e.g. sightseeing within the RheinMain area)
- Dinner on Sunday, Monday and Thursday
- *Not included:* Flight expenses to Germany, dinner on Tuesday and Wednesday and other personal expenses! And it is highly recommended to take out international health insurance for your stay in Germany.





Hochschule RheinMain



# DO YOU HAVE ANY QUESTIONS?

Prof. Dr. Christoph Kochhan  
[christoph.kochhan@hs-rm.de](mailto:christoph.kochhan@hs-rm.de)

M.A. Gudrun Bolduan  
[gudrun.bolduan@hs-rm.de](mailto:gudrun.bolduan@hs-rm.de)