


TIMETABLE 5th Media Management Summer School on Intercultural Branding, Marketing Communication and International Careers 2022 

	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			Media Campus	Media Campus+Z/F3	Media Campus	Main Campus	Media Campus
08:45 - 09:00			8:00 Go to the bus		Leaving the bus stop Felix Dahl		
09:00 - 09:15			<b>WELCOME AND OVERVIEW</b>				
09:15 - 09:30			Prof. Dr. Christiane Jost (Vice president)			Work on task	Work on task
09:30 - 09:45			Prof. Dr. Christoph Kochhan (Head of Degree Program Media Management)	Work on task	Work on task		
09:45 - 10:00			Gudrun Bolduan (Competence & Career)				
10:00 - 10:15			"Working in intercultural groups"				
10:15 - 10:30			Wendy Shoemaker University of Kansas (USA)			Lecture Marianna Savoca (Career Development & Experiential Education Career Center)	
10:30 - 10:45				Lecture Dr. Ronald Irwin University of Cape Town (South Africa)	Lecture N.N.	Mark Colvenbach (Office of Career Services) The University of Tampa (USA)	Presentation of team results Farewell, certificates
10:45 - 11:00					photo shooting		
11:00 - 11:15		Free Time	Lecture Alexander Moutchnik Hochschule RheinMain				
11:15 - 11:30							
11:30 - 11:45							
11:45 - 12:00							
12:00 - 12:15							
12:15 - 12:30			Lunch	Lunch	Lunch	Lunch	Lunch
12:30 - 12:45							
12:45 - 13:00							
13:00 - 13:15			Lecture N.N.	Mark Stow (Careers & Employability) University of Lincoln (UK)	Lecture Les Hollingsworth University of Wisconsin-Platteville (USA)	<b>13:00 Go to bus</b>	
13:15 - 13:30						Bus ride to Rheingau	
13:30 - 13:45	Arrival						
13:45 - 14:00							
14:00 - 14:15			Lecture N.N. Vega School (South Africa)	<b>Go to bus</b>	Lecture Hilary Flanagan (Career Engagement Office) Seattle University (USA)	<b>Go to boat</b>	
14:15 - 14:30				Bus ride to Mainz			
14:30 - 14:45							
14:45 - 15:00		Meet at hotel					
15:00 - 15:15			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 Rudesheimer exit at Rudesheim)	
15:15 - 15:30							
15:30 - 15:45			<b>Go to bus</b>				
15:45 - 16:00		Get together / Sightseeing Wiesbaden					
16:00 - 16:15							
16:15 - 16:30							
16:30 - 16:45							
16:45 - 17:00			Company / Task				
17:00 - 17:15				Sightseeing + dinner (Heilig Geist) in Mainz		Walk around Rudesheim	
17:15 - 17:30					free time		
17:30 - 17:45							
17:45 - 18:00		17:30 Dinner (Ratskeller)					
18:00 - 18:15		END 20:00 - free time				<b>Go to winery Prasser</b>	
18:15 - 18:30			Get together END 20:00 - free time			18:00 winery Prasser wine tasting and barbecue	
at night				free time		<b>21:00 Go to bus</b>	END - free time

organized by: Prof. Dr. Christoph Kochhan, Gudrun Bolduan, Ayten Gülcehre-Diefenbach