3rd Summer School on International Communication and Brand Management 2018

CAMPUS CAMP 18

	MON July 23	TUE July 24	WED July 25	THU July 26	FRI July 27	
08:30 - 08:45	Breakfast at canteen	Meet at Motel One *	Breakfast at canteen	Breakfast at canteen	Breakfast at canteen	08:30 - 08:45
08:45 - 09:00		08:45 Trip to ZDF, Mainz				08:45 - 09:00
09:00 - 09:15						09:00 - 09:15
09:15 - 09:30	go to classroom		go to classroom	go to classroom	go to classroom	09:15 - 09:30
09:30 - 09:45	Welcoming Speech (Dean) **Prof. Dr. Martin Gergeleit**	09:30 Visit ZDF (one of Germany´s largest TV stations) **Prof. Michael Erkelenz**	Building a Startup Brand **Prof. Dr. Marcia Harr-Bailey** University of Wisconsin-Platteville	Chinese Legislation and Corporate Brand Management **Prof. Dr. Wang Jianxin** Shanghai University of Intern. Business and Economics	Brand Management / Brand Contribution **Erik Massarczyk M.Sc.** RheinMain University of Applied Sciences	09:30 - 09:45
09:45 - 10:00						09:45 - 10:00
10:00 - 10:15	Keynote Intercultural Communication and Brand Management **Prof. Stephan Schwarz** RheinMain University of Applied Sciences					10:00 - 10:15
10:15 - 10:30						10:15 - 10:30
10:30 - 10:45						10:30 - 10:45
10:45 - 11:00				Break		10:45 - 11:00
11:00 - 11:15		11:00 go to bus	Break	Chinese Culture **Lu Qizhou** Fuzhou University	Break	11:00 - 11:15
11:15 - 11:30		Trip to Gutenberg Museum	Intercultural Competence / American Culture **Wendy Shoemaker** University of Kansas		Review and certificates **Prof. Stephan Schwarz**	11:15 - 11:30
11:30 - 11:45	Break					11:30 - 11:45
11:45 - 12:00	Economic Foundations of Brand Management **Prof. Dr. Dr. A. Moutchnik** RheinMain University of Applied Sciences	Visit Gutenberg Museum				11:45 - 12:00
12:00 - 12:15						12:00 - 12:15
12:15 - 12:30					group photo	12:15 - 12:30
12:30 - 12:45				Quick lunch at canteen		12:30 - 12:45
12:45 - 13:00		Spend some time in Mainz (organize yourself to get a snack or have lunch)	Lunch at canteen		Lunch at canteen	12:45 - 13:00
13:00 - 13:15						13:00 - 13:15
13:15 - 13:30	Lunch at canteen			13:15 go to bus		13:15 - 13:30
13:30 - 13:45				13:30 Trip to Bacharach		13:30 - 13:45
13:45 - 14:00			free			13:45 - 14:00
14:00 - 14:15		14:00 Meet at bus			14:00 (for German students) 30 min. written assignement	14:00 - 14:15
14:15 - 14:30	free	Trip back to campus				14:15 - 14:30
14:30 - 14:45						14:30 - 14:45
14:45 - 15:00		Brand Communication and Management **Prof. Dr. C. Kochhan** RheinMain University				14:45 - 15:00
15:00 - 15:15				15:00 go to boat	free	15:00 - 15:15
15:15 - 15:30				15:20 boat trip on river rhine with Bingen Rüdesheimer (~ 1h 40 min) exit 17:00 at Rüdesheim		15:15 - 15:30
15:30 - 15:45						15:30 - 15:45
15:45 - 16:00		Break				15:45 - 16:00
16:00 - 16:15	16:00 meet at Motel One Play a game organised by Media Management students ~ 18:00 „Get Together" dinner and drinks ends around 21:00	Brand Management and Controlling **Prof. Dr. Holger Schunk** RheinMain University				16:00 - 16:15
16:15 - 16:30						16:15 - 16:30
16:30 - 16:45						16:30 - 16:45
16:45 - 17:00						16:45 - 17:00
17:00 - 17:15		free		Spend some time in Rüdesheim		17:00 - 17:15
17:15 - 17:30						17:15 - 17:30
17:30 - 17:45						17:30 - 17:45
17:45 - 18:00				17:45 go to Weingut Prasser		17:45 - 18:00
18:00 - 18:15				18:00 Weingut Prasser wine tasting and barbecue back to Wiesbaden around 21:30		18:00 - 18:15
at night						at night

Version 6 / subject to change

* International guests have breakfast at Motel One