

Structure of classes - Week 1



Time	Monday, May 6th	Tuesday, May 7th	Wednesday, May 8th	Thursday, May 9th	Friday, May 10th
08:15 - 09:45				Public holiday - Social Programme	Groupwork/ individual plan
10:00 - 11:30	Innovation Management	Nation Branding Lecture	CRM/ Social Media		
11:45 - 13:15	Innovation Management	Nation Branding/ Radio Workshop	CRM/ Social Media		
13:15 - 14:15					
14:15 - 15:45	TV & Movie Industry in Germany	TV-Formatlab 1	Brand Strategy		Groupwork/ individual plan
16:00 - 17:30	Data Science & Analytics	TV-Formatlab 1	Brand Strategy		
17:45 - 19:15	Get Together & Pizza	HdM Radio Station	City Tour & Bar - Hopping from 17:30		Kickoff Weekend Programme
19:30 - 21:00		Hike to tea house & picnic			

Structure of classes - Week 2



Time	Monday, May 13th	Tuesday, May 14th	Wednesday, May 15th	Thursday, May 16th	Friday, May 17th
08:15 - 09:45	Individual coaching by Professors/ Groupwork	Individual coaching by Professors/ Groupwork	Individual coaching by Professors/ Groupwork	Final Preparations	Departure / Social Programme
10:00 - 11:30				Innovation Workshop	
11:45 - 13:15				Innovation Workshop	
13:15 - 14:15					
14:15 - 15:45		Mercedes Benz Museum from 15:15	Individual coaching	Final presentations: TV/Radio	
16:00 - 17:30	Company visit from 16:30		by Professors/ Groupwork	Social Media Cases	
17:45 - 19:15		18:00 - Radio show for radio group		Marketing Cases	
19:30 - 21:00				Pizza	