

Structure of classes - Week 1 2025



Time	Monday, May 12th	Tuesday, May 13th	Wednesday, May 14th	Thursday, May 15th	Friday, May 16th
08:15 - 09:45				Groupwork/ individual plan	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	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 & Activities from 17:30	Event	Kickoff Weekend Programme
19:30 - 21:00		Activities			

Structure of classes - Week 2 2025



Time	Monday, May 19th	Tuesday, May 20th	Wednesday, May 21st	Thursday, May 22nd	Friday, May 23rd
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	
16:00 - 17:30	Event 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		