






Program Overview Summercourse 2026 - Week 1

TIME	MONDAY, MAY 11	TUESDAY, MAY 12	WEDNESDAY, MAY 13	THURSDAY, MAY 14	FRIDAY, MAY 15	SATURDAY, MAY 16	SUNDAY , MAY 17
8:15-9:45	Pick up at your accommodation						
10:00 - 11:30	Innovation Management	TV & Movie Industry in Germany	CRM / Social Media	Groupwork/ Individual plan	Groupwork/ Individual plan		
11:45- 13:15	Innovation Management	TV-Formatlab	CRM / Social Media				
13:15- 14:15							
14:15- 15:45	Data Science & Analytics	Nation Branding Lecture	Brand Strategy	Groupwork/ Individual plan	Groupwork/ Individual plan		
16:00 - 17:30	Games	Nation Branding/ Radio Workshop	Brand Strategy				
17:45- 19:15	Pizza  17:45 at the entrance to the library building	HdM Radio Station	Course Selection	Picknick at Teehaus  17:45 at U-Bahn Stop Bopser	Bar hopping  20:00 at Züblin Parkhaus	From 2 pm: Wine Hike to Grabkapelle Württemberg 14:00 at Untertürkheim Station	
19:30 - 21:00		 19:30 t.b.d .	Get together at HdM  17:45 at the entrance to the library building				

Program Overview Summercourse 2026 - Week 2

TIME	MONDAY, MAY 18	TUESDAY, MAY 19	WEDNESDAY , MAY 20	THURSDAY, MAY 21	FRIDAY, MAY 22	
8:15-9:45	Individual coaching by Professors/ Groupwork	Individual coaching by Professors/ Groupwork	Individual coaching by Professors/ Groupwork		Departure	
10:00 - 11:30				Innovation Workshop		
11:45- 13:15				Final presentations: TV/Radio		
13:15- 14:15				Pizza  13:15 at room iU08		
14:15- 15:45	Agency visit & rooftop  15:45 at the entrance to the library building	Mercedes Benz Museum  14:30 at the entrance to the library building	Individual coaching by Professors/ Groupwork	Social Media & Marketing Cases		
16:00 - 17:30		18:00 - Radio show for radio group				
17:45- 19:15						
19:30 - 21:00				Chillout @ downtown  16:00 at the entrance to the library building		

