

# 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				Free time / Time to work for university
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	HdM Radio Station	Course Selection				
19:30-21:00	17:45 at the entrance to the library building	Surprise	Get together at HdM	Picknick at Teehaus	Bar hopping		

# 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					
10:00 - 11:30					
11:45-13:15	Individual coaching by Professors/ Groupwork	Individual coaching by Professors/ Groupwork	Individual coaching by Professors/ Groupwork	Innovation Workshop	Departure
13:15-14:15					
14:15-15:45				Pizza <small>📍 13:15 at room iU08</small>	
16:00 - 17:30	Agency visit & rooftop <small>📍 15:45 at the entrance to the library building</small>	Mercedes Benz Museum <small>📍 14:30 at the entrance to the library building</small>	Individual coaching by Professors/ Groupwork	Social Media & Marketing Cases	
17:45-19:15		18:00 - Radio show for radio group			Chillout @ downtown <small>📍 16:00 at the entrance to the library building</small>
19:30-21:00					

