

Structure of classes - Week 1 2026



Time	Sunday, May 10th	Monday, May 11th	Tuesday, May 12th	Wednesday, May 13th	Thursday, May 14th	Friday, May 15th	Saturday, May 16th
08:15 - 09:45		Pickup Accomodation ● Neckarstraße 172, 70190 Stuttgart					
10:00 - 11:30		Innovationmanagement ● HdM	TV & Movie Industry in Germany ● HdM	CRM/Social Media ● HdM	Public Holiday in Germany → Optional: You can follow our guide and explore Stuttgart on your own.	Groupwork/ Individual Plan	Optional: Daytrip to Tübingen ● Central Station Stuttgart
11:45 - 13:15			TV-Formatlab ● HdM				
13:15 - 14:15		Lunch (provided by HdM)	Lunch (provided by HdM)	Lunch (provided by HdM)		Lunch (Please note that you will need to arrange your own lunch.)	
14:15 - 15:45	Pickup Airport ● Airport Stuttgart	Data Science and Analytics ● HdM		Brand Strategy ● HdM		Groupwork/ Individual Plan	
16:00 - 17:30			Nation Branding/ Radio ● HdM				
17:45 - 19:15	Welcome Dinner @Sophies Brauhaus ● Marienstrasse 28, 70178 Stuttgart	● Hohenheimer Str. 119, 70184 Stuttgart	HdM Radio Station ● HdM	Course Selection ● HdM		Karaoke ● HdM	
19:30 - 21:00				Bar Hopping ● Hans im Glück Brunnen, Geißstraße, 70173 Stuttgart			

Structure of classes - Week 2 2026



Time	Sunday, May 17th	Monday, May 18th	Tuesday, May 19th	Wednesday, May 20th	Thursday, May 21th	Friday, May 22th	Saturday, May 23th
08:15 - 09:45		Individual coaching by Professors/Groupwork ● HdM	Individual coaching by Professors/Groupwork ● HdM	Individual coaching by Professors/Groupwork ● HdM	Innovation Workshop ● HdM	Departure	-----
10:00 - 11:30							
11:30 - 12:00							
12:00 - 13:15					Snacks (provided by HdM)		
13:15 - 14:15		Lunch (Please note that you will need to arrange your own lunch.)		Lunch (Please note that you will need to arrange your own lunch.)	12:00 TV-Formats 13:15 Marketing Cases 14:15 Radio Outtakes 14:45 Social Media ● HdM		
14:15 - 15:45	Wine Hike @Grabkapelle ● Württembergstrasse 340, 70327 Stuttgart	Individual coaching by Professors/Groupwork ● HdM	Lunch together at HdM and hike to @Bärenschlössle ● Mahdentalstraße 14, 70569 Stuttgart	Mercedes-Benz Museum ● Mercedesstrasse 100, 70372 Stuttgart			
16:00 - 17:30		Agency visit & rooftop reception ● Eberhardstrasse 69-71, 70173 Stuttgart			Pizza ● HdM		
17:45 - 19:15				6 pm: Radio show for the radio group ● HdM			
19:30 - 21:00							