

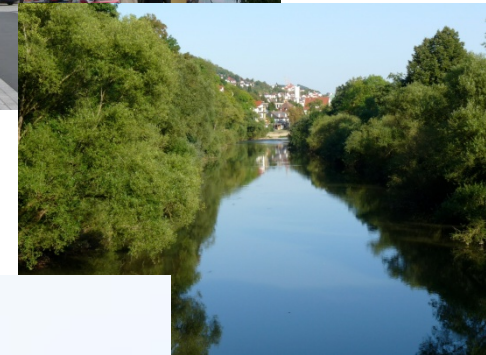


› INTERNATIONAL MARKETING WEEK KÜNZELSAU

March 2019

Joachim Link

LOCATION: REINHOLD-WÜRTH-UNIVERSITY KÜNZELSAU



Facts and Figures

- **Date:** March 24 to March 29, 2019

- **Number of Participants:** 5 students per partner university
10 German students
- **Theme:** Brand Project in cooperation with Mercedes-Benz
- **Price:** 200 Euros per student (including accommodation, transport, all meals as mentioned in the program, social activities)
- **Registration deadline:** December 21, 2018



Facts and Figures

- **Accommodation:** located in Schwäbisch Hall (20 kilometres from Künzelsau)
- **students:** Youth Hostel Schwäbisch Hall
- **tutors:** Hotel Scholl (recommended)
- **Transport:** daily bus shuttle from Schwäbisch Hall to Künzelsau



What we expect

- **Pre-Assignment:** In order to familiarize themselves with the topic, the students will get a pre-assignment task about the topic of the week (task will be sent by February 2019 submission deadline: March 25, 2019).



- **Presentation:** The students have to present their final solution at the end of the week (20 minutes per group).



PROGRAM – INTRODUCTION ON MONDAY

- University presentations
- Forming of the international teams
- Mercedes-Benz Briefing / First Team Session



PROGRAM – TEAM SESSIONS



- Work in international teams
- Perceive and consider cultural differences
- Develop successful and creative ideas for Mercedes-Benz



PROGRAM – MILESTONE AND FINAL PRESENTATION

Milestone presentation

Presentation of the first ideas, discussion and coaching



Final Presentation

The teams will have to present their concept in front of an International Jury

LEISURE PROGRAM – INTERNATIONAL EVENING

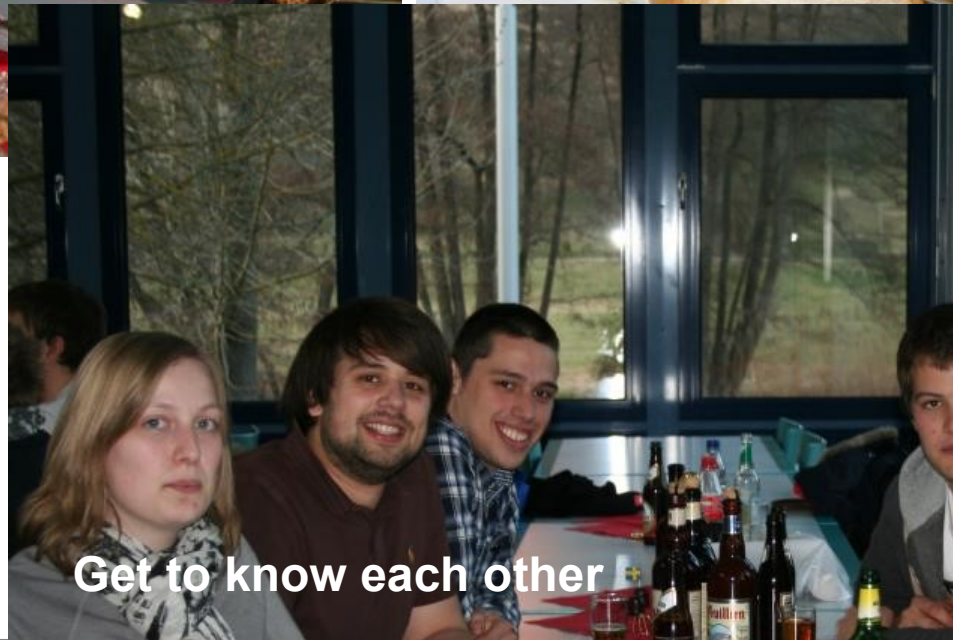
**International desserts
and sweets**



**Typical Swabian dinner:
„Maultaschen“**



Get to know each other



LEISURE PROGRAM – BEYERDYNAMIC SOCCER CUP



indoor table soccer
tournament

TEAMWORK

FUN

SPORTS EVENT

COMPETITION



LEISURE PROGRAM – CLUB NIGHT



**Meet other international
marketing students
...and have fun!**

STATEMENTS OF FORMER PARTICIPANTS

“...occasion to exchange with foreign students...”

“...enjoyed the trip to Stuttgart and the international diner...”

“...I appreciated almost every moment ...”

“Great organization!”

“...it was perfect!”

“...would love to come back to Künzelsau...”

“...the social time and work has been perfectly melted ...”

“...not too much work, good mood and good organization ...”



“...honour to work for Mercedes-Benz...”

SO: WELCOME TO THE INTERNATIONAL MARKETING WEEK 2019 IN GERMANY.



THANK YOU FOR YOUR ATTENTION!



Contact:

Prof Dr Joachim Link

Business Administration, Marketing and Media Management

Daimlerstr. 35, 74653 Künzelsau, Germany

Telefon: +49(0)7940 13 06 241

Fax: +49(0)7940 13 06 62311

E-Mail: joachim.link@hs-heilbronn.de