



Monday, 06<sup>th</sup> of July 2020

## **Bachelor seminar “Principles of Marketing – Integrated Lecture and Seminar” Winter semester 2020/21**

This winter semester 2020/21 the Chair for Business Administration III – Marketing & Consumer Behavior offers the **digital** course “Principles of Marketing – Integrated Lecture and Seminar”, which will be held by Professor Mathieu Kacha from the Université de Lorraine (<http://cerefige.univ-lorraine.fr/fr/membres/membres-titulaires/kacha>). The course language is English.

The course will cover a wide range of topics that deal with fundamental questions, mainly in the field of strategic marketing.

The **kick-off event** will take place on **Wednesday, 25<sup>th</sup> of November 2020**, where the seminar topics will be presented. The kick-off event is obligatory.

### **Target Group:**

This course is aimed towards bachelor and master students of Sport, Business and Law who want to deepen their knowledge and abilities regarding basic principles of marketing.

### **Grading:**

- seminar presentation on a textbook chapter, oral participation during the seminar and a short paper in the aftermath of the seminar (approx. five pages)

### **Crediting:**

- Successful participants of this seminar will be granted 5 ECTS. Master students of Sport, Business and Law can utilize this course as a substitute for the module “Grundlagen des Marketing”

### **Dates** (times are expected, subject to change):

- Wednesday, 25<sup>th</sup> of November 2020 (times will be announced shortly) via Zoom
- Thursday, 26<sup>th</sup> of November 2020 (times will be announced shortly) via Zoom

Rooms will be announced on short notice.

**Registration:**

Binding registration takes place via CampusOnline according to the first-come-first-served principle. If you are unable to register via CampusOnline, please contact our chair's secretary's office via e-mail

(Ms. Tavernier, [bwl3@uni-bayreuth.de](mailto:bwl3@uni-bayreuth.de)). Here as well, the first-come-first-served principle applies.

**Registration via CampusOnline is possible from Monday, 6<sup>th</sup> of July 2020, 8.00 p.m. to Friday, 10<sup>th</sup> of July 2020**

For questions regarding the course "Principles of Marketing – Integrated Lecture and Seminar", please contact Mr. Föhr ([jonas.foehr@uni-bayreuth.de](mailto:jonas.foehr@uni-bayreuth.de)).

gez. Prof. Dr. Claas Christian Germelmann