



# › INTERNATIONAL MARKETING WEEK KÜNZELSAU

March 2019

Joachim Link



Mercedes-Benz Museum

WELLY  
MACHIN





# THE UNIVERSITY



## Heilbronn University

- Foundation in 1961
- 42 Bachelor- and Master-Degree courses in
  - Engineering / Technology
  - Business Administration
  - Informatics
- 8,000 full time academic students

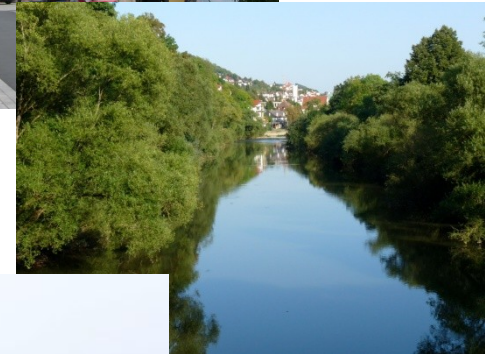
## Reinhold-Würth-University

- Second campus of Heilbronn University since 1988
- 1,500 full time academic students





# LOCATION: REINHOLD-WÜRTH-UNIVERSITY KÜNZELSAU



► **Our Campus –**  
► **small but beautiful!**





# Facts and Figures

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

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- **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





# ACCOMMODATION



SchwäbischHall

- Beautiful city with medieval flair
- 53 km to the east of Heilbronn
- 37,000 inhabitants
- A couple of nice pubs



# 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

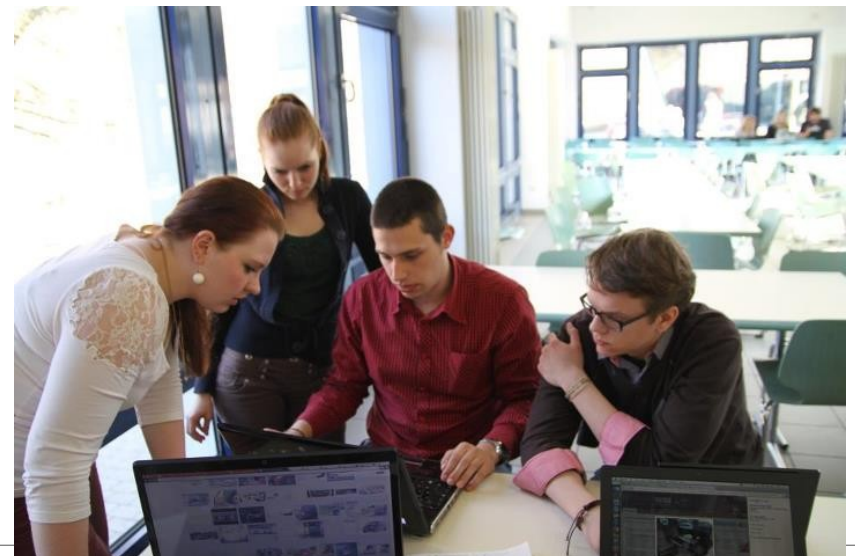






# PROGRAM – TEAM SESSIONS

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









# PROGRAM – FIELD TRIP TO STUTTGART





# PROGRAM – FIELD TRIP TO STUTTGART







# 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



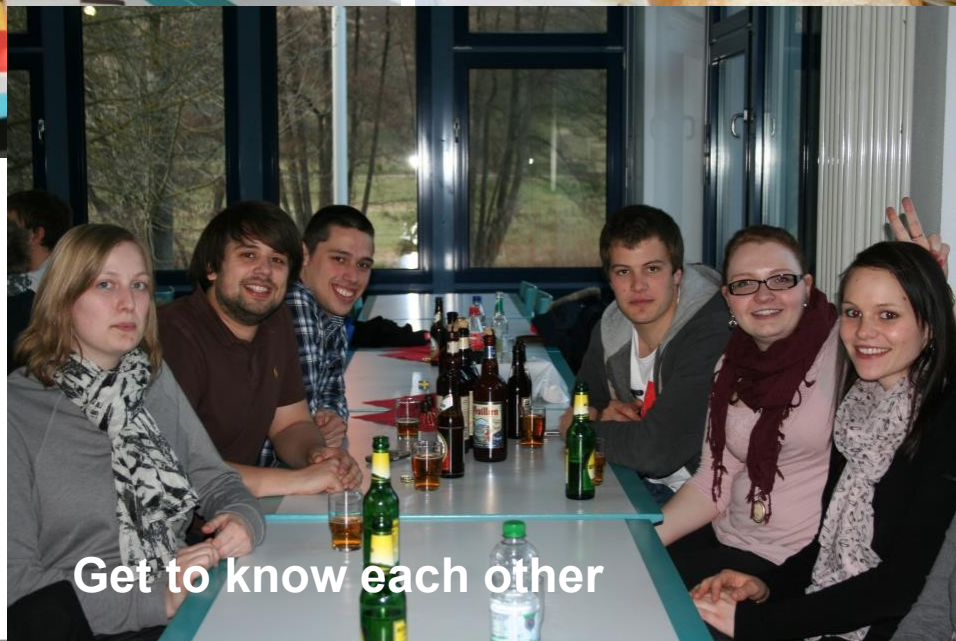








# LEISURE PROGRAM – INTERNATIONAL EVENING

















# LEISURE PROGRAM – BEYERDYNAMIC SOCCER CUP



human table soccer  
tournament

**TEAMWORK**

**FUN**

**SPORTS EVENT**

**COMPETITION**

















# LEISURE PROGRAM – WELCOME BEER IN SCHWÄBISCH HALL



**Experience a couple of  
nice pubs in  
Schwäbisch Hall.**









# 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...”



# AN EXPERIENCE YOU'LL NEVER FORGET



# 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](mailto:joachim.link@hs-heilbronn.de)