



› INTERNATIONAL MARKETING WEEK KÜNZELSAU

March 26 to 31, 2023

Joachim Link

THE UNIVERSITY



Heilbronn University

- Foundation in 1961
- 42 Bachelor- and Master-Degree courses in
 - Engineering / Technology
 - Business Administration
 - Informatics
- 8,500 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!**



A look back to April 2022

Our great colleagues from abroad



A look back to April 2022

Our great colleagues from abroad



A look back to April 2022

The official dinner in Schwäbisch Hall



A look back to April 2022

The official dinner in Schwäbisch Hall



A look back to April 2022

The international evening



A look back to April 2022

The international evening



A look back to April 2022

The whole crowd



A look back to April 2022

The whole crowd



A look back to April 2022

Hybrid milestone presentations



A look back to April 2022

Mercedes Benz Feedback



A look back to April 2022

One of the winning teams



A look back to April 2022

Awards and Awards and Awards



That's what March 2023 will be like:



Facts and Figures

In-person Marketing Week 2023

- **Date:** March 26 to March 31, 2023
- **Number of Participants:** 5 students per partner university
10 German students
- **Theme:** Brand Project in cooperation with Mercedes-Benz
- **Price:** 280 Euros per student (including accommodation, transport, 5 x breakfast, 5 x lunch, 2 x dinner, social activities)
- **Registration deadline:** January 16, 2023



Facts and Figures

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



ACCOMMODATION IN Schwäbisch Hall

- Beautiful city with medieval flair
- 53 km to the east of Heilbronn
- 40,000 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 2023 submission deadline: March 27, 2023).



- **Presentation:** The students have to present their final solution at the end of the week (15 minutes per group).



To be discussed and decided

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- **We are going to implement an online element „Get Together/Speed Dating Event“ prior to the marketing week to enable you to fund your students with EU money.**
 - **Basically we are open to organize our marketing week 2023 as a BIP.**
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ONLINE ELEMENT, SOMEWHEN IN MARCH 2023 PRIOR TO THE MARKETING WEEK

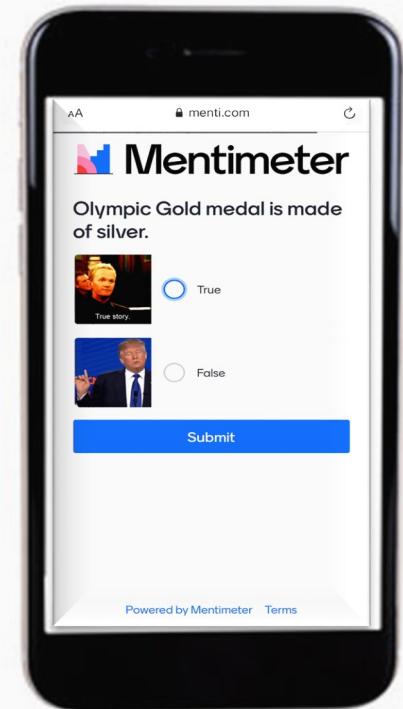
3 hours in March
2023

Informal welcome meeting

- Speed Dating
- Emoji Movie Quiz
- Pub Quiz



Name the movie: 🧑 🍫 🏭



PROGRAM: SUNDAY NIGHT WELCOME BEER IN SCHWÄBISCH HALL





PROGRAM: MONDAY MORNING OPENING CEREMONY

- Official Welcome and Introduction to the Week
- University presentations
- Forming of the international teams





PROGRAM: MONDAY AFTERNOON MERCEDES-BENZ BRIEFING



PROGRAM: MONDAY AFTERNOON TEAMBUILDING EVENT



TEAMWORK

FUN

**SPORTS EVENT
COMPETITION**





PROGRAM: TUESDAY

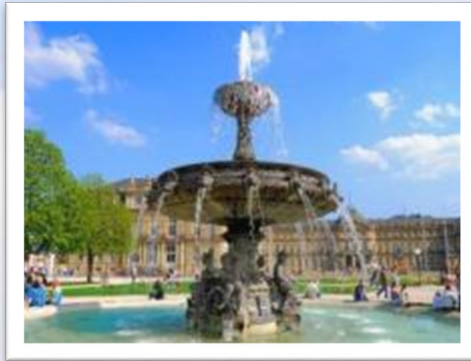
VISIT OF THE MERCEDES-BENZ MUSEUM





PROGRAM: TUESDAY VISIT OF STUTT GART





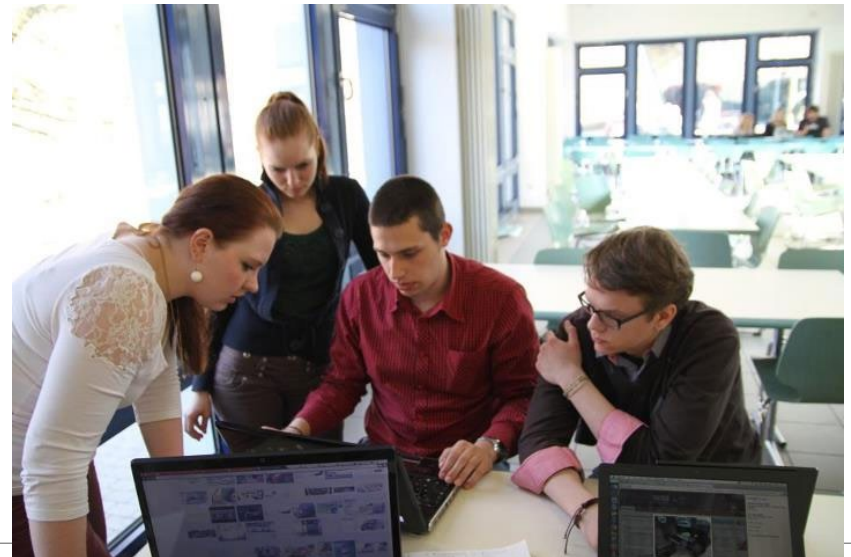
PROGRAM: TUESDAY, WEDNESDAY, THURSDAY **HTN**

TEAM SESSIONS

HOCHSCHULE HEILBRONN



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



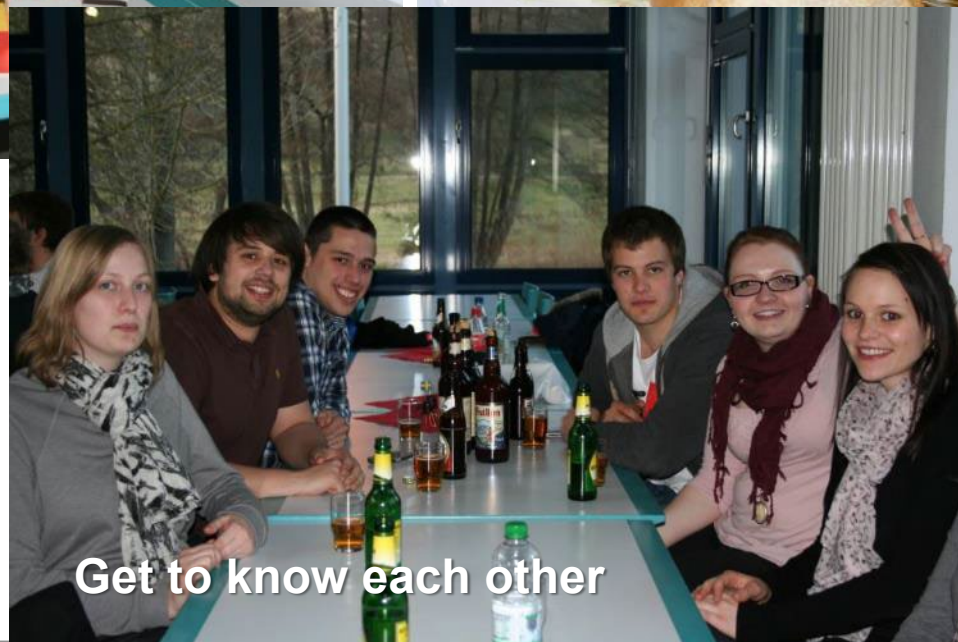


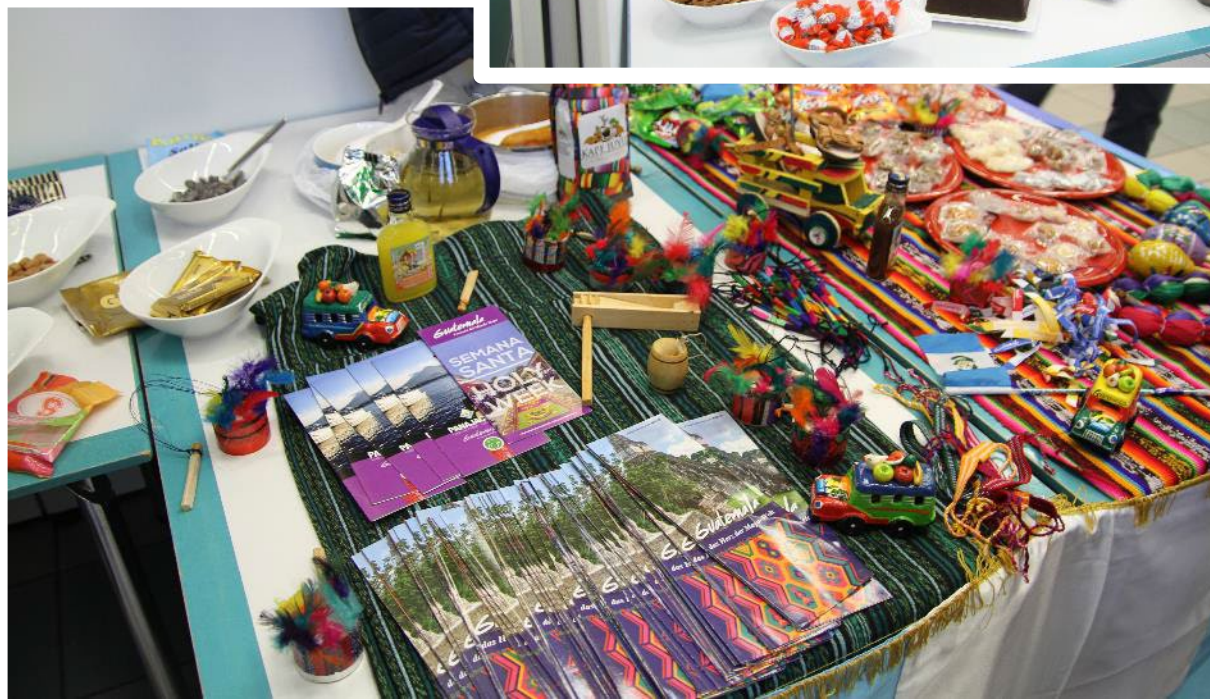
PROGRAM: WEDNESDAY NIGHT CLUB OR PUB NIGHT



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

PROGRAM: THURSDAY EVENING INTERNATIONAL EVENING











PROGRAM: FRIDAY FINAL PRESENTATION AND AWARD CEREMONY



Final Presentation

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







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!”

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

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

“...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 2023 IN GERMANY.



THANK YOU FOR YOUR ATTENTION!



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