



Global Sports Business Consulting Project with adidas

Marketing & Sport Management (University of Bayreuth),
Department of Sports Administration (Ohio University, USA)

Students will work with **marketing experts from adidas** on specific projects in the area of global sport marketing. This program enables students to get international hands-on experience on solving **real business problems** within the context of one of the worlds' leading sports organizations.

Participants:

20 students from Ohio University and 20 students from University of Bayreuth (B.Sc. & M.Sc. in Sport, Business & Law). The project is supervised by Prof. Dr. Rebecca Dingus (Ohio University) and Dr. Lars Brand (University of Bayreuth).

Application for the project:

Interested applicants need to hand in their **CV, transcript of records, and a short letter of motivation** (app. 200 words) in **one** PDF file to the following e-mail address: lars.brand@uni-bayreuth.de.

Application deadline is Friday, 13th of February 2026.

Preliminary schedule:

- Sunday, May 10: Social Program & Opening Dinner with Ohio students in Bayreuth
- Monday, May 11: Day at adidas headquarters for project kick-off
- May 11 – May 22: Preparation, group-work, in-between meetings
- Friday, May 22: Final presentations at UBT
- After May 22: Group Report is due & individual paper

Credits for bachelor/ master students from University of Bayreuth:

The Seminar is accredited with 5 ECTS. Bachelor students of Sport, Business & Law can use the course for the module B-6 "Sportmanagement: Vermarktung"; master students of Sport, Business & Law can use it for "Eingangs- (A1-5)" or "Ergänzungsmodul (D)". The final grade comprises the final presentation (50%) and the project report (50%).

Please note:

Attendance is required for all dates above. Please consider that you should calculate enough working hours for group work together with OU students during the preparation time from May 10 – May 22.

Further information will be provided during a kick-off meeting on **April 21 2026 at 4.00 pm**. All students of the course **must** join this session or send a representative! For questions regarding the project or application please contact Lars Brand (lars.brand@uni-bayreuth.de).