



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:

21 students from Ohio University and 19 students from University of Bayreuth (B.Sc. & M.Sc. in Sport, Business & Law). The project is supervised by Prof. Dr. David Ridpath and Prof. Dr. Annie Valeant from Ohio University.

Application for the project:

Interested applicants need to hand in their CV and transcript of records in **one** PDF file to the following e-mail address: lars.griebel@uni-bayreuth.de. **Application deadline is March 4th 2022.**

Preliminary schedule:

- Saturday, May 14: Opening Dinner with Ohio students in Bayreuth
- Monday, May 16: Day at adidas headquarters for project kick-off
- May 17 – May 27: Preparation, group-work, in-between meetings
- Friday, May 27: Final presentations at UBT
- After May 27: 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 (40%), project report (10%) & theoretical paper (50%).

Please note:

- The course is eligible only for Sport, Business & Law students
- **Attendance is required for all dates above.** Please consider that during the preparation time from May 17 – May 27 you should calculate enough working hours for group work together with OU students.

Further information will be provided during a kick-off meeting on **April 26 2022 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 Griebel (lars.griebel@uni-bayreuth.de).