

CONTENT



- Rhine-Main area
- RheinMain University of Applied Sciences
- Degree Program Media Management (B. Sc.)
- Summer School Program
- Leadership Program

RHINE MAIN AREA





Amsterdam 275 miles Hamburg 3.5 h Berlin 3.5 h Dresden 5 h Cologne 1 h Paris 355 miles Munich 3h Zurich 4 h

Zurich 260 miles

RHINE MAIN AREA



- Roughly at the geographical center of Germany
- Approx. 6.3 million residents
- Capital: Wiesbaden
- Hesse's economic powerhouse
- High diversity with modern cities & picturesque villages
- Beautiful landscapes along the two big rivers
- The valley of river Rhine is famous for growing and making excellent white wine













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RHINE MAIN AREA





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- Largest city: Frankfurt am Main
- Frankfurt International Airport
- Germany's economic and international financial and trade center
- Location of important industrial and technological sectors

General information 5

RHEINMAIN UNIVERSITY



- RheinMain University founded in 1971
- All in all about 14.000 students
- 70 degree programs
- Total of 250 professors
 (600 employees in total)

The university's leadership

- Prof. Dr. Eva Waller, president
- Dr. Martin Lommel, chancellor
- Prof. Dr. Christiane Jost, vice president
- Prof. Dr. Andreas Brensing, vice president



RHEINMAIN UNIVERSITY









FACULTY OF DESIGN - COMPUTER SCIENCE - MEDIA



FACULTY OF APPLIED SOCIAL SCIENCES

WIESBADEN BUSINESS SCHOOL



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RHEINMAIN UNIVERSITY



FACULTY OF DESIGN - COMPUTER SCIENCE - MEDIA



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- Computer Science
 - Applied Computer Science (B.Sc. dual)
 - Computer Science (B.Sc. / M.Sc. / dual)
 - Media Computer Science (B.Sc. / dual)
 - Business Computer Science (B.Sc. / dual)
- Interior Design (B.A. / M.A.)
- Communications Design (B.A.)
- Media Conception & Production B.A.)
- Media Management
 - Media Management (B.Sc.)
 - Media & Design Management (M.Sc.)

MEDIA MANAGEMENT



- Number of Students: 545
- Number of Staff: 50 (35 Professors and instructers)
- Regular study time: 7 semesters
- Start of study: Winter and summer semester
- Degree: Bachelor of Science

General information

MEDIA MANAGEMENT



The Media Management bachelor's degree program trains students in three areas of expertise:

- Media business
- Media technology
- Media design

The subjects of this interdisciplinary course prepare future media managers for working in an increasingly dynamic media environment:

- Educate and train professionals for the media market
- Gain specialized knowledge about the planning, use and control of media (organization, planning, marketing, business administration, accounting and finance personnel management, legal foundations, branding issues, design and production
- Get insights into the media industry's markets, products and business sectors of Germany and Europe

General information 10

MEDIA MANAGEMENT





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Content

- The Summer School week takes place in July and is a joined project of the Competence & Career Center and the Degree Program Media Management of the RheinMain University
- It focuses on challenge-based learning in small groups
- Typically a company provides the problem and the students have to solve it and present their results at the end of the week#
- 2023 the challenge will be given by //SEIBERT/MEDIA https://seibert-media.com/ a company for internet services which is located in Wiesbaden downtown



Lectures

- In addition to the challenge-based learning, there will be also several lectures and workshops on the topics of marketing, communication and career-related skills
- Students learn about aspects that are important for their future careers,
 especially in international cooperation
- During the week the students also learn about cultural similarities and differences in other countries
- Follow-up option: Taking part in the future leadership week of the Competence
 & Career Center of the RheinMain University in the second week



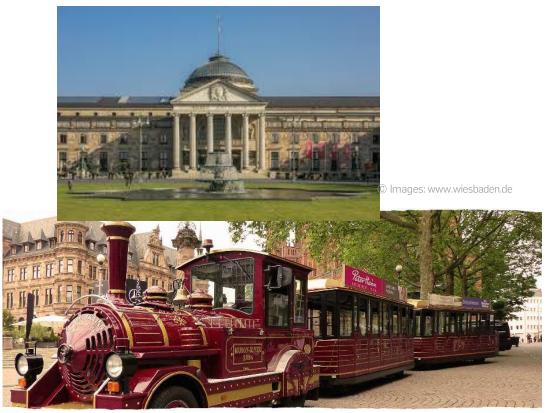
Side Program

- Program in Wiesbaden
- Sightseeing-program to Heidelberg
- Free time to discover the Rhine-Main area with free public transportation
- Getting to know Germany and making friends with students from the USA,
 South Africa, Europe and Germany



Wiesbaden

https://www.google.com/search?client=firefox-b-e&q=video+wiesbaden+Englisch#fpstate=ive&vld=cid:b86916 a0,vid:ZUA7G64pa2s









Heidelberg







Timetable Week #1

TIMETABLE 6th Media Management Summer School on Intercultural Branding, Marketing, Communication and International Careers 2023 Hochschule **RheinMain** Lectures take place in Room B1-206 SAT July 29 SUN July 30 MON July 31 THU August 3 FRI August 4 08:45 - 09:00 Arrival at Media Campus Arrival at Media Campus Arrival at Media Campus 08:45 - 09:00 Arrival at Media Campus 09:00 - 09:15 09:00 - 09:15 WELCOME AND OVERVIEW 09:15 - 09:30 09:15 - 09:30 Prof. Dr. Christiane Jost (Vice president 09:30 - 09:45 09:30 - 09:45 Christoph Kochhan (Head of Degree Work on task 09:45 - 10:00 Program Media Management) 09:45 - 10:00 Gudrun Bolduan (Competence & 10:00 - 10:15 10:00 - 10:15 Career Center) Work on task 10:15 - 10:30 10:15 - 10:30 Work on task 10:30 - 10:45 10:30 - 10:45 10:45 - 11:00 10:45 - 11:00 Wendy Shoemaker Work on task 11:00 - 11:1 (University Career Center) 11:00 - 11:15 University of Kansas (USA) 11:15 - 11:30 Presentation of team results 11:15 - 11:30 Farewell, Certificates 11:30 - 11:45 11:30 - 11:45 11:45 - 12:00 11:45 - 12:00 Mark Colvenbach Alexander Moutchnik 12:00 - 12:15 (University Career Center) 12:00 - 12:15 Free Time Hochschule RheinMain (Germany University of Tampa (USA) 12:15 - 12:30 12:15 - 12:30 Lunch 12:30 - 12:45 12:30 - 12:45 12:45 - 13:00 12:45 - 13:00 Lunch Lunch Lunch 13:00 - 13:15 13:00 - 13:15 Meeting: Feedback on task 13:15 - 13:30 13:15 - 13:30 entation of structure and conten-Les Hollingsworth 13:30 - 13:45 13:30 - 13:45 niversity of Wisconsin-Platteville (USA 13:45 - 14:00 Fotoshooting - > Go to bus 13:45 - 14:00 Hilary Flanagan Meeting: Questions on task 14:00 - 14:15 (Career Engagement Office) Go to bus 14:00 - 14:15 Seattle University (USA) 14:15 - 14:30 14:15 - 14:30 Trip to Frankfurt 14:30 - 14:45 14:30 - 14:45 14:45 - 15:00 14:45 - 15:00 Trip to Heidelberg Andrea Gschwendtner 15:00 - 15:15 15:00 - 15:15 Hochschule RheinMain (Germany) 15:15 - 15:30 15:15 - 15:30 Meet at hotel Visit Company 15:30 - 15:45 Go to hus 15:30 - 15:45 15:45 - 16:00 15:45 - 16:00 FND - Free time 16:00 - 16:15 16:00 - 16:15 16:15 - 16:30 16:15 - 16:30 Get together / Sightseeing Wiesbaden 16:30 - 16:45 16:30 - 16:45 Work on task + Free time Sightseeing Heidelberg 16:45 - 17:00 16:45 - 17:00 Company / Task 17:00 - 17:15 17:00 - 17:15 17:15 - 17:30 17:15 - 17:30 17:30 - 17:45 17:30 - 17:45 Free time in Frankfurt, organized by 17:45 - 18:00 17:45 - 18:00 German students 18:00 - 18:15 18:00 - 18:15 17:30 Dinner 18:15 - 18:30 END 20:00 - Free time 18:15 - 18:30 Get together 18:00 Dinner 21:00 Go to bus 18:30 - 18:45 18:30 - 18:45 END 20:00 - Free time 18:45 - 19:00 18:45 - 19:00 at night at night organized by: Prof. Dr. Christoph Kochhan, Gudrun Bolduan, Ayten Gülcehre-Diefenbach **ELMU EQ** α **SEATTLEU FFHS** UNIVERSITY OF CAPE TOWN Practice Partner PLATTEVILLE SEIBERT / MEDIA



Tickets & Conditions

25 tickets available for international students

- Accommodation in a single bedroom
- Lunch and refreshments during summer school
- Public transportation within Wiesbaden
- Excursions & cultural side-program (e.g. sightseeing within the RheinMain area)
- Dinner on Sunday, Monday and Thursday
- Not included: Flight expenses to Germany, dinner on Tuesday and Wednesday and other personal expenses! And it is highly recommended to take out international health insurance for your stay in Germany.



Partners







KU.Kansas University, USA

University of Cape Town, South Africa

University of Tampa, USA



Loyola Marymount University, USA



Vega School, South Africa



Seattle University, USA



Stony Brook University, USA

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Industry Partner



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