



Hochschule RheinMain

WEEK #1
MEDIA SUMMER
MANAGEMENT SCHOOL

July 30 to August 4, 2023
Wiesbaden, Germany

5th Media Management Summer School on
Intercultural Branding, Marketing Communication
and International Careers

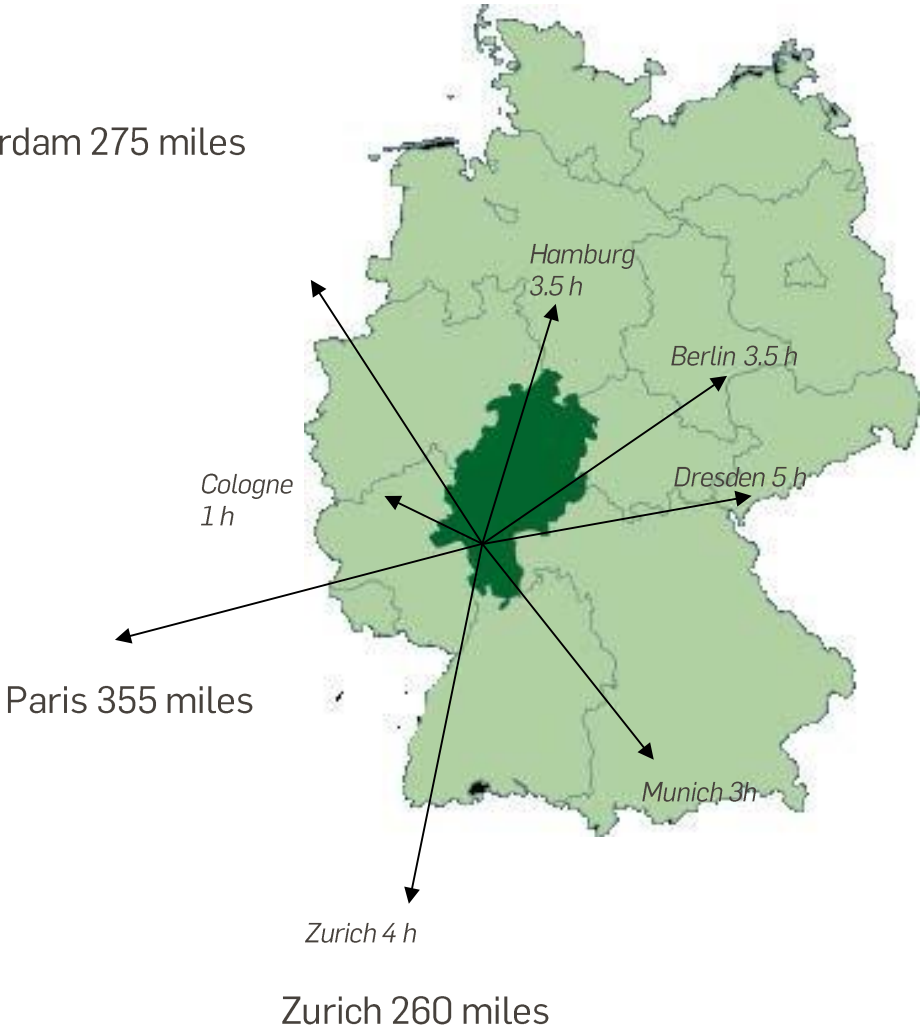
- Rhine-Main area
- RheinMain University of Applied Sciences
- Degree Program Media Management (B. Sc.)
- Summer School Program
- Leadership Program

RHINE MAIN AREA

Amsterdam 275 miles



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

- 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





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FACULTY OF ARCHITECTURE & CIVIL ENGINEERING



FACULTY OF DESIGN - COMPUTER SCIENCE - MEDIA

FACULTY OF ENGINEERING

FACULTY OF APPLIED SOCIAL SCIENCES

WIESBADEN BUSINESS SCHOOL

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.)

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

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

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

SUMMER SCHOOL

Wiesbaden

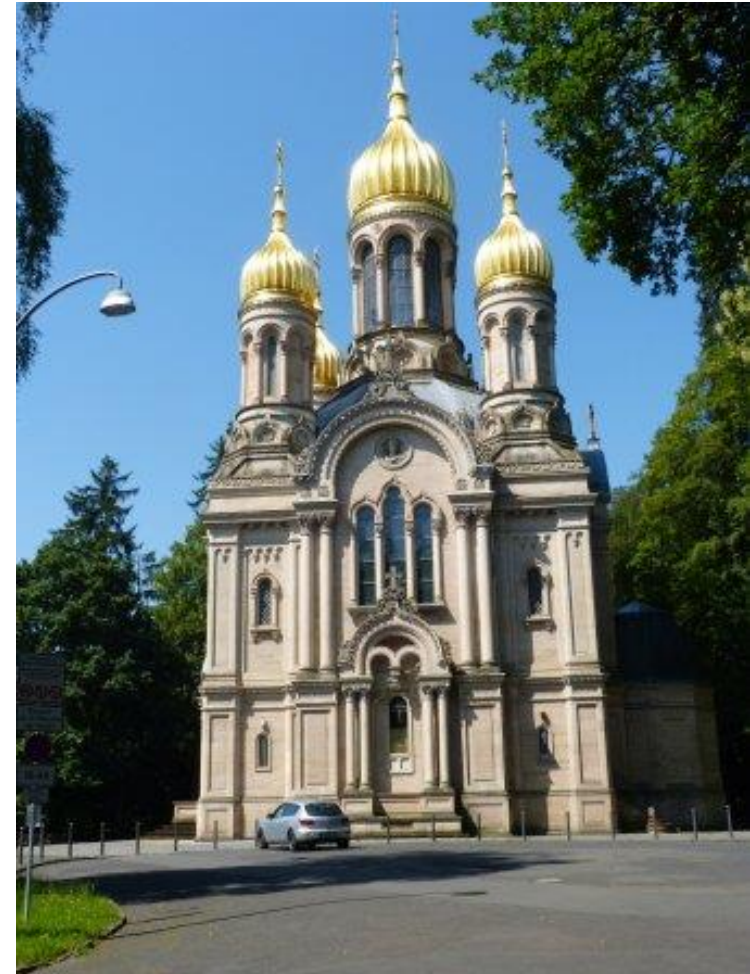
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Heidelberg



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
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

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

// SEIBERT / MEDIA

Industry Partner



DO YOU HAVE ANY QUESTIONS?

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