Campus Künzelsau

HOCHSCHULE HEILBRONN



› INTERNATIONAL MARKETING WEEK KÜNZELSAU

April 11 to 16, 2027

Joachim Link

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THE UNIVERSITY



Heilbronn University

- Foundation in 1961
- 42 Bachelor- and Master-Degree courses in
  - Engineering / Technology
  - Business Administration
  - Informatics
- 7,500 full time academic students

Reinhold-Würth-University

- Second campus of Heilbronn University since 1988
- 1,000 full time academic students

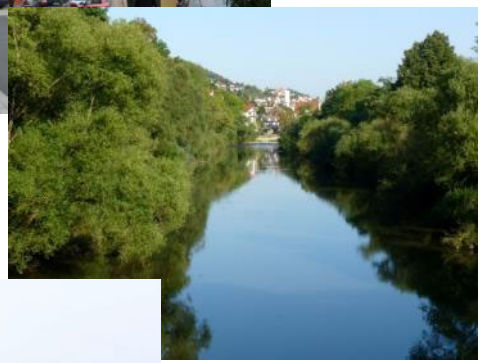


LOCATION: REINHOLD-WÜRTH-UNIVERSITY KÜNZELSAU

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Our Campus – small but beautiful!







That´s what April 2027 will be like:

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Marketing Week 2027 – BIP
Facts and Figures

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- **Date**: April 11 to April 16, 2027 + online Kick off March 24, 2027

- **Number of Participants**: **4** students per partner university
  10 German students

- **Topic**: Communication Project in cooperation with Mercedes-Benz

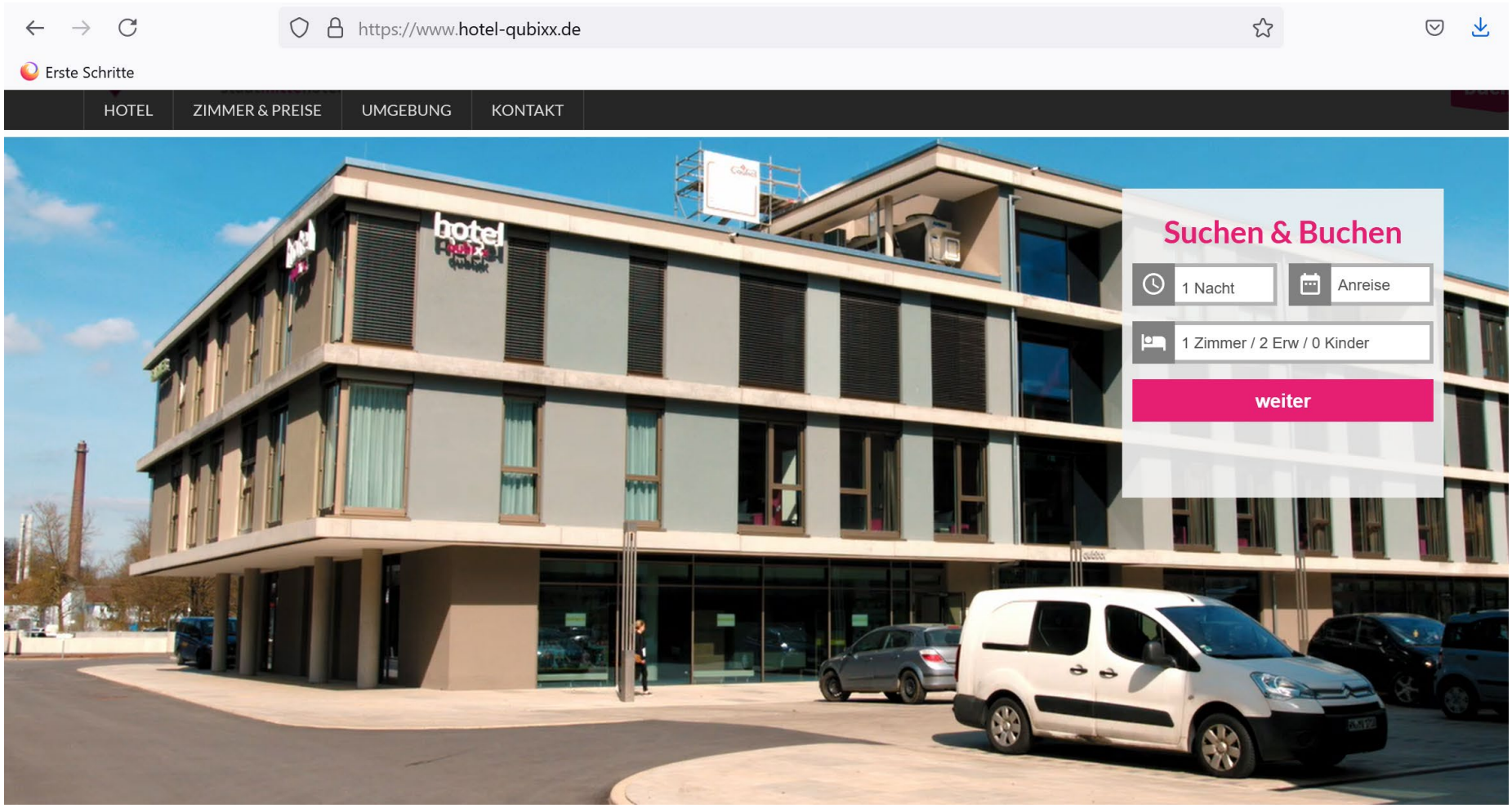
- **Price**: 375 Euros per student (including accommodation in 3 bed rooms in qubixx-hotel, local transport, 5 x breakfast, 5 x lunch, 3 x dinner, all social activities)

- **Registration deadline**: December 1, 2026



Marketing Week 2027 – BIP
Accommodation for the students in qubixx-Hotel Schwäbisch Hall

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ACCOMMODATION IN SchwäbischHall

- Beautiful city with medieval flair
- 53 km to the east of Heilbronn
- 40,000 inhabitants
- A couple of nice pubs





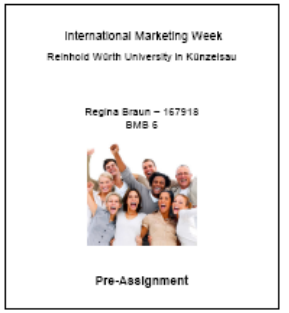


What we expect

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Participation in-person + online + …:

- **…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 2027 submission deadline: April 11, 2027).



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



Preliminary online event

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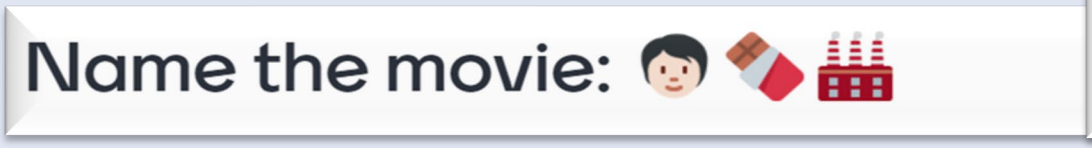
- As part of our BIP Concept we are going to implement an online element „Get Together/Speed Dating Event“ prior to the marketing week.
- Date: Wednesday, March 24, 2027, 16.00 to 18.00
- Place: Microsoft teams, a meeting link will be shared in due time

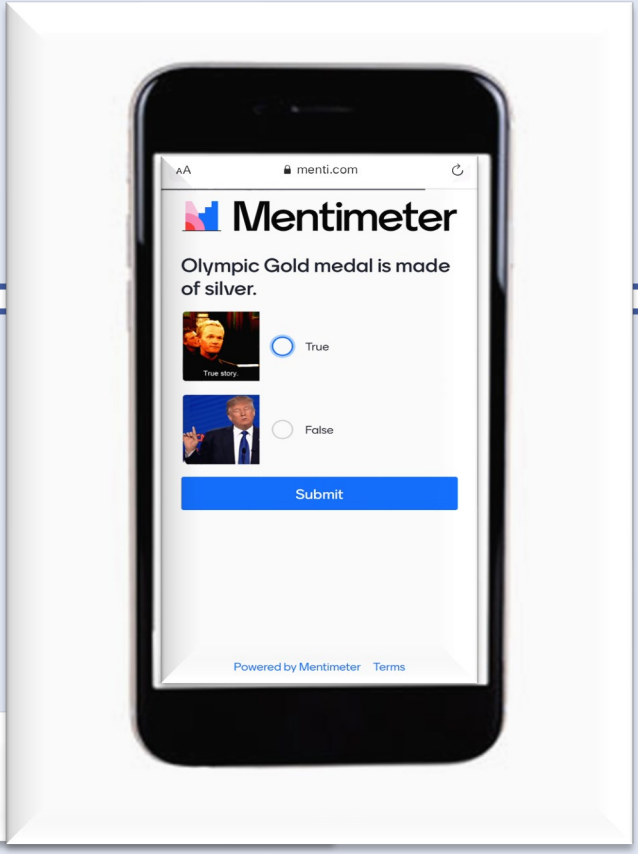
PRELIMINARY ONLINE EVENT, WEDNESDAY, MARCH 24, 2027 16.00 TO 18.00

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March 24, 2027 16.00 to 18.00	Informal welcome meeting - Speed Dating - Emoji Movie Quiz - Pub Quiz







PROGRAM: SUNDAY NIGHT
WELCOME BEER IN SCHWÄBISCH HALL

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PROGRAM: MONDAY MORNING
OPENING CEREMONY:
OFFICIAL WELCOME, UNIVERSITY PRESENTATIONS

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PROGRAM: MONDAY AFTERNOON
MERCEDES-BENZ BRIEFING:
OUR CUSTOMER IS HERE…

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PROGRAM: MONDAY AFTERNOON
MERCEDES-BENZ BRIEFING
….SOMETIMES WITH A CAR…

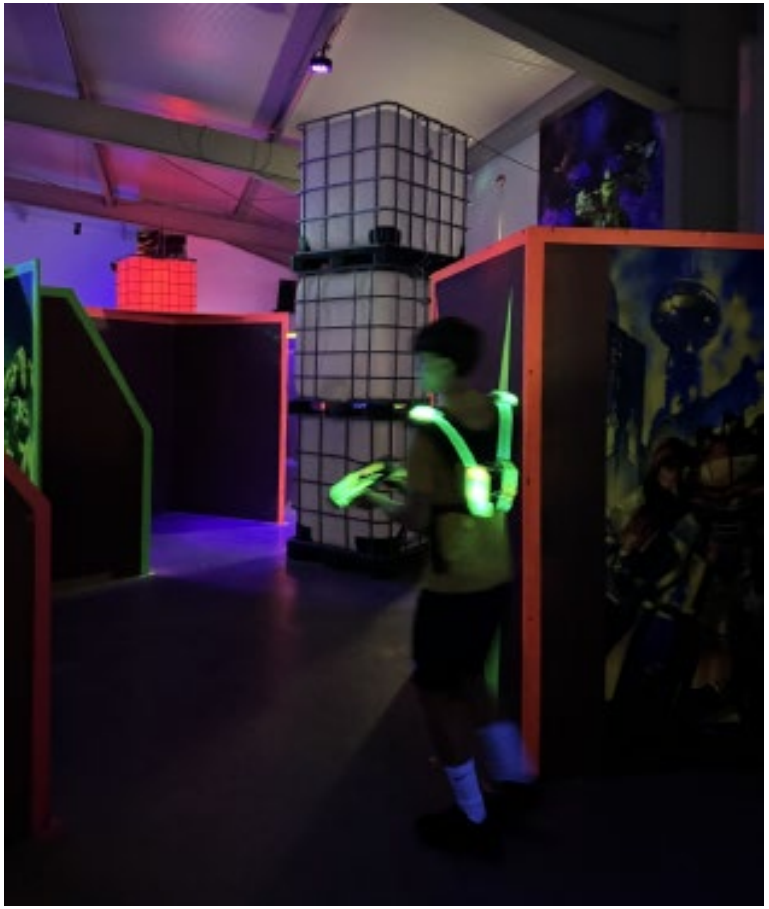
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PROGRAM: MONDAY AFTERNOON
TEAMBUILDING EVENT
BUBBLE SOCCER AND LASER TAG

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PROGRAM: TUESDAY
UNDERSTANDING THE BRAND VALUES

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Mercedes-Benz Museum

PROGRAM: TUESDAY
TEAM SESSION IN STUTTGART

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PROGRAM: WEDNESDAY, THURSDAY TEAM SESSIONS ON CAMPUS + MILESTONE PRESENTATION

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PROGRAM: WEDNESDAY, THURSDAY TEAM SESSIONS ON CAMPUS + BRIEFINGS

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PROGRAM: WEDNESDAY NIGHT
PIZZA AND PUB TOUR
ENJOY, RELAX AND MINGLE

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PROGRAM: THURSDAY EVENING
INTERNATIONAL EVENING ON CAMPUS
ENJOY, RELAX AND MINGLE

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PROGRAM: FRIDAY
FINAL PRESENTATION AND AWARD CEREMONY

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PROGRAM: FRIDAY
FINAL PRESENTATION AND AWARD CEREMONY

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THE RESULT: HAPPY PARTICIPANTS
STUDENTS, COACHES AND CUSTOMER ALIKE

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INOTEC
CERTIFICATE
International Marketing Week 2024
BEST Overall Communication Concept
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TOTAL
FEUERLÖSCHER

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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…"

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AN EXPERIENCE YOU´LL NEVER FORGET



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IMN
Empowering Intercultural Knowledge

SO: WELCOME TO THE INTERNATIONAL MARKETING WEEK 2027 IN GERMANY.



THANK YOU FOR YOUR ATTENTION!

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