

Day	Date	Times	Preliminary program	Guidance & Participants
Sat	20 th July	5:20 p.m. ~ 6:45p.m./7:00 p.m.	Arrival in Stuttgart/Pick-up from the Airport Pick-up at the hotel for having a snack (at own expense) & brief orientation (supermarket, bank, City Center)	Diana Lewinsky UP students
Sun	21 st July	4:00 p.m. 4:25 p.m. 6:00 p.m.	Free time - students organize themselves Pick-up from the hotel Guided City Tour Nuerlingen Meeting point: Courtyard, HfWU Campus, Neckarsteige 6-10 Welcome dinner (included in the project fee) at La Scala, Italian restaurant, Brunnsteige 15, Nuerlingen	Diana Lewinsky; UP students Diana Lewinsky, Lydia Rambold, all students
Mon	22 nd July	8:00 a.m.-1:00 p.m. 1:00 a.m.-1:45 p.m. 1:45 a.m.-3:00 p.m.	Lecture: Marketing in a Digitalized Environment - Digital Marketing at a glance - Digital Counsumer Behaviour & Experience Digital Marketing Strategy Δ <i>Building C13, room 005</i> Lunchbreak - at own expense & students organize themselves Group work session / cases / preparation for presentations / UP students: quick glimpse into the computer room (if Δ <i>Building C13, room 005, 103, 105</i>	Prof. Dr. Stefan Detscher, all students all students
Tue	23 rd July	8:00 a.m.-8:55 a.m. 9:05 a.m. 9:11 a.m.-9:21 a.m. 10:00 a.m.-12:00 a.m. 12:39 a.m.-12:49 p.m. 12:49 p.m.-1:30 p.m. 1:30 p.m.-3:30 p.m.	Lecture: Digital Product Management & Pricing Δ <i>Building C13, room 005</i> Meeting at Nuerlingen trainstation, platform 1 Train ride to Metzingen (platform 1, RB 22911 → Herrenberg) Company visit: Holy Fashion Group / Outlefcity Metzingen Train ride back to Nuerlingen (platform 2, RB 22922 → Nürtingen) Lunchbreak - at own expense & students organize themselves Lecture: Digital Product Management & Pricing Δ <i>Building C13, room 005</i>	Prof. Dr. Stefan Detscher, all students Prof. Dr. Stefan Detscher Diana Lewinsky, all students all students Prof. Dr. Stefan Detscher all students
Wed	24 th July	8:00 a.m.-1:00 p.m. 1:00-2:00 p.m. 2:00-3:30 p.m.	Lecture: Digital Brand Management Digital Marketing Communication - Websites Δ <i>Building C13, room 005</i> Lunchbreak - at own expense & students organize themselves Group work session / cases / preparation for presentations Δ <i>Building C13, room 005, 103, 105</i>	Prof. Dr. Stefan Detscher, all students all students
Thu	25 th July	8:00 a.m.-9:30 p.m. 9:45 a.m.-1.00 p.m. 1:00-2:00 p.m. 2:00-3:30 p.m.	Company presentation @ HfWU: Porsche AG „A portrait of Porsche“ by Fabian Kraft, Δ <i>Building C13, room 005</i> Lecture: Digital Marketing Communication - SEA - SEO - Display/Affiliate & E-Mail Marketing Δ <i>Building C13, room 005</i> Lunchbreak - at own expense & students organize themselves Group work session / cases / preparation for presentations, Δ <i>Building C13, room 005, 103, 105</i>	Fabian Kraft, Prof. Dr. Stefan Detscher, Diana Lewinsky, all students all students
Fri - Sun	26 th July 28 th July		Free time - weekend trip and or preparation for presentation. Organization of this weekend by the participants individually and at own costs!	

Day	Date	Times	Preliminary program	Guidance & Participants
Mon	29 th July	full day 08:10 a.m. 08:20 a.m. 09:00 a.m. 09:15 a.m. 10:45 a.m. 11:30 a.m. 12:30 p.m. 1:30 p.m. 2:30 p.m. 4:30 p.m.	Company visit: ThyssenKrupp Elevator Students from UP only: pick-up from the hotel Meeting at Nürtingen bus station (in front of the tax office) Departure by bus to ThyssenKrupp, Neuhausen Company presentation We are ThyssenKrupp: We Move People. Worldwide. Employer Branding: We are ThyssenKrupp: Great work is always done by a bunch of great people. Introduction to the products of ThyssenKrupp Elevator - Versatility for urban mobility Factory tour Lunch in the thyssenkrupp canteen Departure to Rotlweil Visit of ThyssenKrupp test tower including guided tour Behind the scenes: insight into elevator technology Departure by bus to Nürtingen (expected arrival in Nürtingen 6:00 p.m.)	Prof. Dr. Stefan Detscher, Prof. Dr. Iris Ramme, Udo Renner Diana Lewinsky, all students,
Tue	30 th July	8:00 a.m.-1:00 p.m. 1:00-2:00 p.m. 2:00-3:30 p.m.	Lecture: Digital Marketing Communication - Social Media Marketing Digital Sales / E-Commerce Digital Customer Relationship Management & Service Δ Building C13, room 005 Lunchbreak - at own expense & students organize themselves Group work session / cases / preparation for presentations, Δ Building C13, room 005, 103, 105	Prof. Dr. Stefan Detscher, all students all students
Wed	31 st July	8:00 a.m.-12:30 p.m. 12:30-1:15 p.m. 1:15 p.m. 2:00-5:00 p.m.	Lecture: Digital Customer Relationship Management & Service Digital Marketing Controlling Δ Building C13, room 005 Lunchbreak - at own expense & students organize themselves Company visit: Daimler, Mercedes Me Adapter Departure to Mercedes Me Adapter / Möhringen by car. Meeting point: Courtyard, HfWU Campus, Neckarsteige 6-10 Daimler: Plieningerstr. 140, 70567 Stuttgart Haus 11, Zimmer 433 Company presentation by Pascal Schaitner, Head of Product Management Mercedes me Adapter	Prof. Dr. Stefan Detscher, all students Prof. Dr. Stefan Detscher, Diana Lewinsky, all students
Thu	1 st August	Free time for exam preparation		
Fri	2 nd August	11:00 a.m.-11.30 a.m. 12:00 p.m.-1:30 p.m.	Written exam Δ Building C13, room 005 Farewell lunch (included in the project fee) at "Schlachthof", Swabian restaurant, Mühlstraße 15, Nürtingen	Prof. Dr. Stefan Detscher, all students All students, Prof. Dr. Stefan Detscher, Diana Lewinsky
Opening hours computer rooms:		Δ Neckarsteige 6-10, Building C13, room 301/304 Mon. July 22 - Thu. July 25: 8:00 a.m.- 4:00 p.m. / Fri. July 26: 8:00 a.m. - 12:00 p.m. Δ Sigmaringer Straße 25, Building C110, room 120 July 22 - July 25: 8:00 a.m.- 4:00 p.m. / Fri. July 26: 8:00 a.m. - 12:00 p.m. Sat. July 27 - Sun. July 28: closed / Mon. July 29 - Thu. August 1: 9:00 a.m.-3:00 p.m. Fri. August 2: 9:00 a.m.-12:00 p.m.		
Opening hours canteen:*		Δ Neckarsteige 6-10, Building C11, Mon. July 22 - July 26: 11:00 a.m. - 1.30 p.m.		
*Payment via guest student card (to get student discount). Card available at cash desk of canteen (deposit 5€), minimum charge amount 5€, (re)charging only at cash desk of canteen, use of coffee/sandwich machines possible only with guest card, return to cash desk, payment of remaining amount and 5€ deposit on return at the cash desk; opening hours: 22.07.-26.07.2019; 11:00 a.m. -1.30 p.m., closed from July 27, 2019 . Last possibility to return the guest student card: Friday 26 July, 2019.				