



APPLY BY
**24.06.
2021**

ONLINE SUMMER CERTIFICATE

> **starts 28 June 2021**

2 and 3 week courses

**ARE YOU A CREATIVE
PERSON OR AN
ENTREPRENEURIAL
THINKER?**

We will help you develop
your skills & achieve your
highest potential.

UE University
of Europe
for Applied Sciences
www.ue-germany.com



WELCOME TO UE

The University of Europe for Applied Sciences educates the designers and decision-makers of tomorrow in the fields of art and design, business, sports, and media and events. The synergy of creativity, entrepreneurial digital thinking, and internationality enriches the faculties and leads to new perspectives in teaching and research, meeting the needs of the job market in the 4.0 era.

Our lecturers have access to the newest teaching content and research from our university network, thus keeping you up-to-date in your given field.

Our global network, embracing almost all cultures and continents, is the gateway to an exciting career in the global, digitalised workplace - whether as a manager or in your own company.

We combine entrepreneurial, creative, digital, and international thinking under one roof - important skills that are in high demand in the workplace, whether for managers, consultants, entrepreneurs, designers, or artists. Take advantage of this e-learning opportunity and let yourself be inspired.

WHO WE ARE

GENERAL INFORMATION

Each course consists of 30 contact hours and is equivalent to 3 credit points (ECTS). You can expect 10 to 15 hours per week and classes might not take place every day. When you are not in class, you can work on your project, deepen your knowledge in a specific area or prepare yourself for the next lesson. Participants receive an Online Summer Certificate including their grades after taking part in the course. The Sport Management and Photography programme run for 2 weeks each. The Digital Marketing programme spans over 3 weeks.

PREREQUISITES

All courses are taught in English and suitable to all who are interested in the topic of the programme selected. No level of experience is required. However, we strongly recommend that participants have a B2 (upper intermediate) level of English to be able to follow classes and get the most out of them. In order to attend the online courses, you need a computer that is compatible with MS Office (MS Teams), constant access to the internet as well as a webcam. Participants in the photography programme should have camera equipment that can be operated in manual mode.



WHY CHOOSE THIS PROGRAMME?

LEARN FROM EXPERTS IN THE FIELD

Each course comprises of virtual company visits/a meeting with an industry professional. All summer school lecturers are also working in the industries and draw from their professional and up-to-date knowledge and expertise.

Florian Brill, the **digital marketing** lecturer, is a digital marketing and media consultant based in Hamburg, Germany. His mission is to support companies and executives facing digital transformation, leveraging the power of digital media and getting attention in a digital world. He works as a director of media consulting for the independent agency group, Pilot.

Our **Sport Management** course is taught by Ralf Iwan, who has been working in international sports for more than 20 years and knows the industry from almost all perspectives. He has worked as a coach and project manager for sport development projects in Qatar, South Africa, Singapore, the UK, Honduras, Lebanon and Kazakhstan. In 2016 Ralf started his consulting business 2K+ Management, where he advises sport federations, clubs, government agencies and NGOs in strategy, organisational development, project management and recruitment.

Gisi Rameken is a Hamburg-based **fashion and portrait photographer**. Her photographic passion has been the so-called fashion editorial for more than 15 years. She has many years of experience as a photographer for various magazines and commercial fashion customers in Germany and the UK. Having spent several years in London she has a very good overview of the international fashion photography scene. She works mainly in the studio.

Stand out on the job market

Participants will receive a Certificate of Completion and their final work of the course will be graded. In a competitive job market, it is important to stand out by showing additional expertise, interest and commitment. Taking part in the Online Summer School provides you with the opportunity to learn and gain a certificate from an international university based in Germany. Build up your knowledge and give your CV an edge!

Interactive lectures

This will not be yet another boring passive lecture. Expect to engage in different activities and learn from business cases and case studies, interview industry professionals and work with other students in break-out sessions. You will be expected to have your camera on during the course and participate actively. At the end of the course, you will present your final work.

Get credits

Each programme awards 3 credit points (ECTS), that might be accepted towards your degree at your home institution. At the end of the course, you will receive a Certificate of Completion as well as a transcript.

Make connections and have fun

Meet like-minded students in and outside of the classroom. There will be social online offers to meet and get to know each other and have fun after class.



PRICES:

Each programme costs 499 EUR.

APPLICATION:

apply-now.ue-germany.com

HOW DOES THE ONLINE APPLICATION WORK?

- **Step 1:** Student needs to create an account
- **Step 2:** Student will receive log in data via email
- **Step 3:** Student completes the application form and uploads the necessary documents
- **Step 4:** Submit application
- **Step 5:** Wait for Acceptance Letter and Contract
- **Step 6:** Make payment

Students should upload the following documents during the application process:

- Copy of passport
- Proof of English language skills

CERTIFICATE IN DIGITAL MARKETING

BUSINESS

28 JUNE – 16 JULY 2021, 3 WEEK COURSE
FLORIAN BRILL

Want to understand the ecosystem of branding and selling on the web? In this online certificate, you will get an overview of digital branding and digital commerce, as well as an elaboration on specific digital channels that are essential for a modern marketing mix. After successful completion of the course, you will be able to understand the operating system of digital marketing and prove your practical skills on how digital channels can be used to acquire and maintain customers. Relevant case studies and dedicated exercises will guide you through the 3-week programme; a virtual excursion to one of Hamburg's top digital companies is part of this certificate.

COURSE TOPICS AND GOALS

- **Digital branding:** Students can draft marketing plans with a dedicated mix of digital channels in order to build and amplify a brand.
- **E-commerce:** Students are capable of building digital marketing funnels to leverage digital purchasing and re-purchasing processes to acquire and maintain customers in B2B and B2C business models.
- **Strategic digital marketing:** Students analyse B2B and B2C business models by identifying new business opportunities in order to grow business and ultimately drive sales using numerous digital marketing tactics and the right mix of channels.
- **Marketing execution:** Students execute digital marketing considering all types of vendors – from social media marketing on Facebook and Instagram to Amazon and Google advertising, but also display and video marketing including programmatic and data-driven advertising.



WEEK 1*			
	MONDAY, 28 JUNE	WEDNESDAY, 30 JUNE	FRIDAY, 2 JULY
BLOCK 1	—	—	<ul style="list-style-type: none"> • Adapted communication in the digital age Pt. II • Role and value of digital marketing • Brand marketing vs. performance marketing
BLOCK 2	<ul style="list-style-type: none"> • Welcome note • Introduction to remote schooling • Introduction of course leader • Introduction of students 	Adapted communication in the digital age Pt. I	—
WEEK 2*			
	MONDAY, 5 JULY	WEDNESDAY, 7 JULY	FRIDAY, 9 JULY
BLOCK 1	—	—	<ul style="list-style-type: none"> • Deep dive into affiliate marketing • Panel talk with digital company on career perspectives in digital marketing (details TBA)
BLOCK 2	<ul style="list-style-type: none"> • The digital marketing mix 2021 • Deep dive into social media marketing Pt. I 	Deep dive into social media marketing Pt. II	—
WEEK 3*			
	MONDAY, 12 JULY	WEDNESDAY, 14 JULY	FRIDAY, 16 JULY
BLOCK 1	Deep dive into display and video marketing	Deep dive into search engine marketing	<ul style="list-style-type: none"> • Final exercise: draft own digital marketing concept according to brief • Breakout sessions and 121 feedback by course leader • Certificate ceremony

* schedules subject to change

CERTIFICATE IN SPORT MANAGEMENT

SPORTS,
MEDIA &
EVENT

28 JUNE – 9 JULY 2021, 2 WEEK COURSE
RALF IWAN

The Summer School 2021 lays the first foundations for a successful career as a manager in international sports institutions or companies selling international sports products. It conveys knowledge and skills in basic areas of international sports management and links these with an overview from a sports science and sports economics perspective.

The one-week digital course sensitises students to the challenges of working at the interface between business administration and sports.

The course highlights the special structures of sports management, environmental conditions, economic and legal frameworks, basic business functions and processes in sports management.

Special areas of conflict in sports management are examined as examples and finally the international dimension of sports management is elaborated upon.

COURSE TOPICS AND GOALS

- **Sponsoring:** Students can develop their own sponsorship concept.
- **General management:** Students know the different management functions, perspectives and skills and can assess relevant changes in the environment of the sport industry. Students know the main concepts of quality management and are able to make a distinction for quality assurance and control.

- **Entrepreneurship:** The students know the phases of business planning, foundation and development and can elaborate upon an example financial plan. The students know the types, tasks and functions of networks and cooperation.
- **Marketing:** Students know the special characteristics in the marketing of sports and know the strategic and operational options they have.
- **Project Management:** Students understand the basic concepts of project management, such as objectives, types, sizes and costs of projects, the project process and project funds. They know selected contents, methods and instruments of the different phases of the project.
- **Leadership:** The students have a strong foundation in leadership and teamwork theories. They are able to apply these theories to complex real-world situations. They are aware of future directions for their development as a leader.

		WEEK 1*				
		MONDAY, 28 JUNE	TUESDAY, 29 JUNE	WEDNESDAY, 30 JUNE	THURSDAY, 1 JULY	FRIDAY, 2 JULY
BLOCK 1	Introduction	Clubs, & Associations I	Marketing & Communication	Presentations	Media & Sponsoring	
BLOCK 2	Global Sports Industry	Clubs, & Associations II	Break-Out Session	Interview with Industry Practitioners	Break-Out Session	
		WEEK 2*				
		MONDAY, 5 JULY	TUESDAY, 6 JULY	WEDNESDAY, 7 JULY	THURSDAY, 8 JULY	FRIDAY, 9 JULY
BLOCK 1	Presentations	Sports Events	Break-Out Session	Future Trends in Sports	Interview with Industry Practitioners	
BLOCK 2	Interview with Industry Practitioners	FIFA World Cup Qatar 2022	Presentations	Break-Out Session	Presentations & Summary	

* schedules subject to change

CERTIFICATE IN PORTRAIT & FASHION PHOTOGRAPHY

ART &
DESIGN

28 JUNE - 9 JULY 2021, 2 WEEK COURSE
GSI RAMEKEN

This course will introduce students to contemporary portrait and fashion photography. Editorial portraits require the photographer to tell a story with the use of a single picture or a series of photographs. Contemporary fashion photography on the other hand is about creating images that deal with identity, desire and belonging. Throughout this course, students will deal with these two categories. They will gain practical and theoretical knowledge and learn about imagination and creativity. The course will look at contemporary fashion and portrait photography by looking at the works of outstanding photographers from the last decade to the present day. Finally, students will get a little insight into the workflow of a professional shoot - from conception, to production, to realisation. We will work with Miro Whiteboard and Teams.

COURSE TOPICS AND GOALS

- **Critical analysis:** Students critically analyse existing concepts and own working methods and results.
- **Production:** Students conceptualise and realise a series of photographs for social, societal or commercial purposes.
- **Presentation:** Students become familiar with different forms of presentation, such as portfolios, presentations, wall displays and publishing.
- **History and trends:** Students are familiar with current trends of fashion photography and their influences.



WEEK 1*

	MONDAY, 28 JUNE	TUESDAY, 29 JUNE	WEDNESDAY, 30 JUNE	THURSDAY, 1 JULY	FRIDAY, 2 JULY
BLOCK 1	Welcome and getting to know each other	Presentation of several international fashion and portrait photographers	Lecture on the life and work of Annie Leibovitz, Inez van Lamsweerde und Vinoodh Matadin	Lecture on the life and work of Jürgen Teller and Corinne Day	Review lectures and presentation of homework
BLOCK 2	Overview of content and learning objective of the Summer School — Introduction MIRO (digital Whiteboard)	Lecture on the life and work of Richard Avedon and Petra Collins — Small photo homework	Small photo homework	Small photo homework	Edit of the images / Miro

WEEK 2*

	MONDAY, 5 JULY	TUESDAY, 6 JULY	WEDNESDAY, 7 JULY	THURSDAY, 8 JULY	FRIDAY, 9 JULY
BLOCK 1	Introduction to the task for the week and practical work	Group meeting and practical work	Group meeting and practical work	Group meeting and practical work	Presentations and Certificate Ceremony
BLOCK 2	Presentation of work — Edit of the images / Miro	Presentation of work — Edit of the images / Miro	Presentation of work — Edit of the images / Miro	Presentation of work — Edit of the whole work for the group presentation	

* schedules subject to change

GET IN TOUCH WITH US NOW!

UE INTERNATIONAL AFFAIRS TEAM

service.center@ue-germany.de

+49 (0)30 338 539 730

WEBSITE

<http://www.bits-hochschule.de/en/summer-school/>

<http://www.btk-fh.de/en/summer-school/>