







Report on the 2nd EASM Summer School

The second Summer School of the European Association for Sport Management (EASM) took place on the campus of the University of Bayreuth (Germany) from June, 10th until 14th. The topic of this year's Summer School was – Sport Marketing from an International Perspective.



Summer School participants on top of the city hall with the mayor of Bayreuth, Dr. Michael Hohl, Dr. Manuel Becher, Manager of Bayreuth Marketing & Tourism GmbH, and Prof. Dr. Woratschek, EASM Vice-President, enjoying a wonderful view over Bayreuth.

The Summer School Committee headed by Prof. Dr. Herbert Woratschek and Prof. Dr. Guido Schafmeister was happy to welcome 23 participants from 6 different countries. The local organizing committee around Dipl.-SpOec. Tim Ströbel, Dipl.-SpOec. Christian Durchholz and Alexandra Lindner prepared five interesting days of lectures, case study presentations, networking and social activities.



Summer School participants at the city hall listening to the reception of the mayor of Bayreuth, Dr. Michael Hohl.

Brief Summary:

After the check-in at the youth hostel, the mayor of the city of Bayreuth, Dr. Michael Hohl, gave a reception at the city hall and a warm welcome to the participants of the 2nd EASM Summer School.

Subsequently, the whole group took part in a guided city tour in order to get some impressions of the beauty and history of the city of Bayreuth. With







varied impressions in mind, the participants were brought back to university in order to start with the first lecture. On the one hand, the following days were characterized



Summer School participants at the Adi Dassler Sportplatz at Herzogenaurach with Dr. Sven Pastowski.

by intensive lectures and interesting discussions about different topics in sport marketing. On the other hand, there was still time left to get to know the Bavarian culture by visiting, for example, the typical franconian restaurant "Oskar" or by joining the little "Oktoberfest" of Bayreuth and enjoy franconian beer and food as well as fun rides. Moreover, we invited the participants to visit the world headquarters of adidas (which are located in Herzogenaurach, close to Bayreuth).

In general, the lectures of the EASM Summer School covered the following topics:

- Sport Service Profit-Chain
- Overview International Sport Marketing
- Sport Consumer Behaviour
- Research Tools in Sport Marketing
- Value Creation in Sports
- Human Resource Management in Sport
- Sport Branding / Co-Branding
- "Why do cities fiercely compete to host major sporting events?"



Students presenting results of their group work.

The lectures were given by Prof. Dr. Herbert Woratschek, Dipl.-SpOec. Tim Ströbel, Dipl.-SpOec. Christian Durchholz as well as by two guest lecturers Prof. Dr. Marijke Taks (University of Windsor, Canada) and Prof. Gerardo Bielons (Autonomous University Madrid, Spain).

At the end of the EASM Summer School the students had to accomplish a 1 hour written examination about selected contents of the lectures.