

FROM WED. 13th TO SUN. 17th MAY, 2020

Become a pioneer in
International Sport Marketing!



11th EASM Summer School MADRID KICKOFF



International Sport Marketing: Value-Creation through Engagement

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Academic Host



**Universidad
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SMA·B
SPORT MANAGEMENT ACADEMY BAYREUTH



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This study programme includes:

- ▶ Learning materials and Certificate of Attendance.
- ▶ Accommodation: 5 nights and breakfast at 3* hotel.
- ▶ Food & Beverages:
 - 3 lunches at Universidad Europea and coffee breaks.
 - Dinner at Realcafé with an impressive view of the Stadium.
 - Typical Spanish Dinner (Tapas).
- ▶ Shuttles: to Universidad Europea and visits.
- ▶ Social activities: Guided visit at Valdebebas (training complex of Real Madrid, date & time TBC), guided visit at the Microsoft Global Sports Innovation Center, Tour Bernabéu and visit of the Real Madrid Museum, visit Wanda Metropolitano.
- ▶ Ticket for the match of La Liga: Real Madrid - Villarreal.

Total Fees: 795 €

(travel costs have to be covered by the students)

Registration: www.eventsgb.com/easm_summer_school

Feel free to contact us: easmsummerschool@eventsgb.com
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