

Contact

For your application, please contact us per email at summerschool-media@uni-bayreuth.de or per fax at the number **0049-921-557333**.

In urgent cases and for personal contact, you can reach us by phone at the number 0049-921-557173. We look forward to receiving your application.

Register Now!

Title

Surname

First Name

Street, Nr.

City

Country

Phone

E-Mail

Signature, Date

summerschool-media@uni-bayreuth.de

SUMMER SCHOOL

MEDIA

23 - 27 July 2012 in Germany,
University Campus of Bayreuth



Your Team at the Campus-Akademie

For your application or questions,
please contact us at:

summerschool-media@uni-bayreuth.de
www.summerschool.uni-bayreuth.de



5 ECTS
achievable



Gefördert durch:



aufgrund eines Beschlusses des Deutschen Bundestages



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Games, Sports, Entertainment

Games and sports prove to be amongst the most relevant elements for entertainment in our 21st century media landscape. They offer shared pleasures and shared activities for a global public.

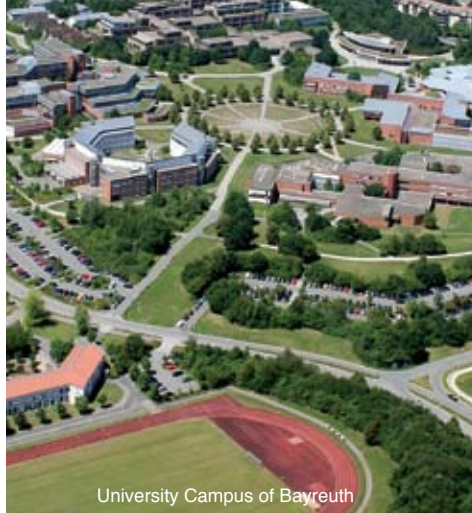
In the first part of the International Summer School the profiles and social functions of games and Augmented Reality, mobile technologies and entertainment will be linked to cultural heritage applications. The students will get the opportunity to make hands-on experience with the Argon browser of the Georgia Institute for Technology. They will also get in touch with the history and ludic options of "E-sports". In the second part of the School the integration of digital media into the global sport industry will be examined. There will be a brief introduction focused on the nature of sport marketing and sport consumer (prosumer) behavior relative to the digital transition. The focus will be the dynamics of digital technology in the sport industry including key platforms such as HDTV, Internet, as well as second screen and mobile technologies. Elements of streaming video and audio, iTV, e-commerce and digital marketing will also be addressed. In addition, the relationship among social media usage, social media marketing, and current trends in sport marketing and sponsorship will be examined.

Course Fee

The all-inclusive course fee amounts to 480 € for undergraduate and postgraduate students. The fee includes courses, accommodation and food, a Regional Culture Programme and organised evening events following the courses, a Farewell-Evening and Saturday weekend excursion.

Certificate and ECTS Credits

Upon regular attendance of the course, active participation and short presentations on European Court of Justice (ECJ) decisions, participants will receive a certificate with ECTS credits. These credit points are widely recognised by many universities. Every student can achieve 5 ECTS through participation and presentation within the course.



University Campus of Bayreuth



Bayreuther Festspiele

Bayreuth

Bayreuth is a large town in Northern Bavaria on the Red Main river in a valley between the Franconian Jura and the Fichtelgebirge mountains.

The town's roots date back to the year 1194 and Bayreuth now has a population of about 72,000 citizens and about 11,000 students at its university. The town is world-famous for its annual festival "die Bayreuther Festspiele" at which operas by the 19th century German composer Richard Wagner are performed. Located in the heart of nature, Bayreuth is renowned for its variety of sports and cultural activities throughout the year. A specialty the region further has to offer is its art of beer-brewing – nowhere in the world can one find such a regional proximity to breweries where the famous Bavarian beer is produced.

The University Campus – often referred to as a Campus within nature – is built similarly to campuses of American Universities. Every building is within a few minutes walking distance. Students can easily engage with each other – through summer schools and their regular studies.

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International Summer School 2012

University of Bayreuth

Media Studies

Monday, 23.07.2012

Augmented Reality, Mobile and Social Media for Entertainment and Personal Expression I

Prof. Dr. Jay Bolter, Georgia Institute of Technology, Atlanta

Tuesday, 24.07.2012

Augmented Reality, Mobile and Social Media for Entertainment and Personal Expression II

Prof. Dr. Jay Bolter, Georgia Institute of Technology, Atlanta

Wednesday, 25.07.2012

E-Sports

Prof. Dr. Jochen Koubek, Prof. Dr. Jürgen E. Müller,
Charles Nouledo, M.A. (University of Bayreuth)

Thursday, 26.07.2012

Sport New Media and Social Media Marketing: An International Perspective I

Prof. Dr. James Santomier, Sacred Hart University,
Fairfield Connecticut

Friday, 27.07.2012

Sport New Media and Social Media Marketing: An International Perspective II

Prof. Dr. James Santomier, Sacred Hart University,
Fairfield Connecticut

Saturday, 28.07.2012

Excursion of all participants

5 ECTS
achievable