

the *Europe*
learning expedition on
brand, ux & product design

**BRAND
LAB**



Brand, UX & Product Design

intensive 1-month summer university program that travels to 6 European countries and contains various academic courses, workshops, company visits and speakers

Overview

Today, differentiating brands and product offerings through rational and economic features has become particularly difficult, and breaking the advertising clutter and getting noticed by consumers a great challenge. More often the route to success lies in the creation of emotional and aspirational brands that satisfy consumers' hedonic needs. To be relevant to consumers and to be regarded a positional brand that allows consumers to position and socially differentiate themselves, a brand needs to build and cultivate a well-defined brand personality.

Brand personality design is the strategic development of a brand identity by associating it with a set of human characteristics. Depending on the audience the brand intends to address, appropriate traits are to be identified and transferred to the brand through compelling advertising and communications initiatives.

In this program we look at branding as an essential part of the product offering – correspondingly, we regard it part of the product design. We discuss principles of good product design and explore how innovative products are designed following a user-centered approach. We learn how to devise the right business model for innovative products and new brands. And: we look into industries and categories where creating a strong and unique brand personality is pivotal: luxury, premium, fashion. Considering the abundance of products and advertising, and the excess consumption of developed societies, which has led to advertising aversion and over exploitation of natural resources, future marketing communication campaigns ought to provide a more profound value than merely higher sales through aggressive advertising. Upholding the motto of ‘less is more’ brands should aid consumers to express their self-identities.

Besides the academic content and its practical application and exploration, the program also provides insights into the culture, architecture, politics, and economics of several European countries and the European Union. Lastly, the program destinations ensure participants have a lot of fun and a great time!

Key features

_4 weeks in 6 European countries. Students learn more about European perspectives on chosen academic topics as well as on differences and similarities in European cultures, economies, and politics.

_academic topics. Students study branding, product design & innovation, and strategy, in an integrated and exciting curriculum.

_practice-oriented approach. Besides a European perspective on academic knowledge students benefit from a variety of case studies on and company visits in European companies, that will allow them to contrast managerial practice in Europe with their home country.

_enhance soft skills. Participants are asked to conduct a considerable number of projects and perform as a team. This will enhance their analytical thinking, creativity, presentation techniques, project management skills, as well as their capabilities as discussants and team members.

_host institutions. The program is hosted by several [academic] institutions in different countries, which allow participants to interact with local students and get to know European universities and companies which may be of interest for an exchange semester or an internship.

_attractive study environment. ‘Home base’ of the program is Constance, Germany/Kreuzlingen, Switzerland – a midsize, picturesque urban agglomeration located on the shores of one of the largest lakes in Europe, within sight of the Swiss and Austrian alps, and fairly close to several European countries for further individual explorations.

_strong economic region. The region of Lake Constance as well as the greater area is not only a very attractive place to live, but also one of Europe’s strongest economic regions. The area enjoys full employment and is home to a variety of many large corporations and globally known brands, as well as many so-called ‘hidden champions’ that make up the German ‘Mittelstand’. The program is carried out within the “blue banana” area, which is the most populated and most prosperous region in Europe.

_simple logistics – lower costs. Typically, the amount and quality of the academic learning, practice-oriented insights, and cultural experience provided in this program can only be delivered in expensive, executive education programs. Through tight logistics and the utilization of geo-strategic advantages, e.g. attractive housing options at the program’s home base,

some individually arranged trips, home base in area with lower costs of living, etc., program costs are reduced to meet smaller budgets.

_international experience. Participants enhance their ability to navigate in foreign countries and cultures by arranging some accommodation, transportation, and other logistics as a team by themselves.

Curriculum

_academic courses and workshops. Brand Personality Design. Business Model Canvas. User-Centered Design. Fashion Marketing & Management.

_grading. written: 5 case study solutions [team grade], 1 final exam [individual grade]; oral: 5 presentations [team grade]

_credits. to be discussed with sending institution and dependent on individual setup. Suggestion: 120 contact hours + preparation and individual/team work [6 ECTS]. With additional pre- and post-study at home institution: 10 ECTS in total.

Logistics

_program destinations. Germany, Switzerland, France, Principality of Liechtenstein, Austria, Italy.

_program duration. 26 days in July/August.

_home base. Constance/Germany + Kreuzlingen/Switzerland

_additional accommodation. 1 night in Strasbourg [France], 2 nights in Munich [Germany], 2 nights in Milan [Italy] to be individually arranged by students.

_transfers. Included, except for international travel to Europe, trips to Munich and Milan [to give students an opportunity for individual excursions and sight-seeing en route. (comfortable direct bus connections are offered by Flixbus for approx. 15€ to Munich and 30€ to Milan).



Constance

is situated on Lake Constance [Germany], the Rhine river, and close to the Swiss Alps. The city directly borders with Switzerland. The city's name derives from the Roman emperor Constantius, who founded the city by building a fortress in 300 AD. Around 585 the first bishop took up residence in Constance and this marked the beginning of the city's importance as a spiritual center. In 1192, Constance gained the status of Imperial City so it was henceforth subject only to the Holy Roman Emperor. In 1414 to 1418, the Council of Constance took place, during which, on 6 July 1415, John Hus (Czech religious thinker, philosopher and reformer), who was seen as a threat to Christianity by the Roman Catholic Church, was burned at the stake. It was here that the Papal Schism was ended and Pope Martin V was elected during the only conclave ever held north of the Alps.

Today, in the agglomeration Constance [Germany] \ Kreuzlingen [Switzerland] live around 100'000 people, and it is home to the University of Constance, the University of Applied Sciences Constance, and the Pedagogical University. Its rich history along with its medieval, well preserved historic center, and its location on Lake Constance, the 3rd largest central European lake, and the Alps, make Constance very popular - to live and for vacation. Its proximity to large global companies such as ZF, EADS or MTU as well as to the economic centers Zurich and Stuttgart make it a very prosperous and sought-after city; real-estate prices are the 3rd highest in the country, only outmatched by Munich and Frankfurt.

day 1 | Monday

morning	welcome, introduction, do's & don'ts
afternoon	get to know the area and your team better: city hunt team challenge
evening	welcome dinner

day 2 | Tuesday

morning	Brand Personality Design
afternoon	Brand Personality Design

day 3 | Wednesday

morning	Brand Personality Design
afternoon	Brand Personality Design

day 4 | Thursday

morning	class given by accompanying faculty
afternoon	class given by accompanying faculty

day 5 | Friday

morning	transfer to the Black Forest [Germany] cultural immersion: en route stop in Schiltach, a picturesque town in the Black Forest company visit Hans Grohe – founded in 1901 and a German 'hidden champion'
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The backbone of the German economy, and the main driver for the country's economic growth, are the so-called "Hidden Champions" of the German "Mittelstand". "Hidden Champions" are defined as companies that are leaders in their market, yield less than 3 billion in revenues, and are very often family-owned, therefore little visible to the public. Often these companies have been in the market for decades or centuries even – continuously re-inventing themselves and innovate in order to stay ahead of the market. If you want to understand what makes the German economy growing and accounts for its stability, you need to look beyond industry titans such as BMW, Bosch, Siemens & Co. and visit "Hidden Champions" of the "Mittelstand".



afternoon

transfer to Strasbourg/France [team work and coaching on the bus]

cultural immersion: guided tour of the historic center and Notre-Dame cathedral

overnight

Strasbourg [to be arranged individually by students]



day 6 | Saturday

morning

visit of the European Parliament: plenary and exhibition on history and politics of the European Union

afternoon

return to Constance [team work and coaching on the bus]



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Brand personality is the set of human characteristics associated with a brand.

Jennifer Aaker
Professor of Marketing at Stanford University

Syllabus Brand Personality Design

Prelude. Relevant concepts and facts.

_Defining the brand image

learn more about the concept of brand personality and how to manage a brand concept, how consumers present their actual vs. ideal self through means of brand consumption, different value propositions of products and brands, and their hedonic vs. utilitarian nature, and how brands and products are effectively advertised depending on the involvement of the target audience.

_Communicating brand personality traits

learn more on the art of storytelling, the effects of authenticity in advertising, lifestyle and aspirational communication campaigns.

_Effective advertising communication

it is a highly controversial question: what is more effective, short-term sales activation or long-term brand building? We seek to tackle this controversy by examining the data of the British IPA [Institute of Practitioners in Advertising] effectiveness awards database. Learn the insights from the analysis of hundreds of real-life communication campaigns.

Exemplary strategy. Creating a brand's human characteristics through transferal of traits from humans

_transferring traits from anonymous models and endorsers

_spotlight celebrity endorsers: why and how they enable to build strong brand images

_digital: influencers win millennials.

Case study. Maurice Lacroix – a Swiss luxury watch brand - shapes consumer perception of its brand personality through compelling advertising campaigns.

A comprehensive case study that includes topics such as target group definition [VALS, Sigma], brand personality definition, evaluation of campaign concepts, online/offline communication initiatives [gamification, sponsorships, endorsements, atl/btl]

Case study. OVS/Charles Vögele – a Swiss/Italian fashion brand - intends to rejuvenate its brand personality. Learn the limitations of effective communications.

Digital. Brand communication campaigns in digital media.

_overview: the POE media model.

_selected digital campaigns of European brands.

_spotlight content marketing: Austrian brand Red Bull and the biggest CM project of all times.

_influencers win millennials.

_from online to offline: online communities and influencer in the physical brand world.

Application. Develop a brand campaign for a chosen brand or product.

_define the aspired brand position and image.

_define the target group.

_devise a communications strategy.

_create visuals for your campaign.

_carry out market research to test effectiveness of your developed strategy and visuals.

Lecturer: Dr. Christian Schimmelpfennig

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Branded storytelling will be that thing in the years to come!

Today, consumers are bombarded with visuals in marketing. In the future, communication needs to be more than just pictures.

It needs to be more emotional. It needs to be stories.

Stéphane Waser
CEO Maurice Lacroix

day 7 | Sunday

individual program, self-study and case work

day 8 | Monday

morning transfer to Schaffhausen/Switzerland: company visit IWC

brand experience IWC Schaffhausen

digital manufacturing of Swiss luxury watches

visit of brand museum

insight/[inside] luxury branding: fostering brand heritage, building the brand's personality, transferring attributes to the brand through compelling advertising campaigns – discussion and Q&A with IWC brand managers [depending on availability of speakers]

afternoon return to Constance and en route stop at the rhine fall, Europe's largest waterfall





day 9 | Tuesday

morning IWC case study
afternoon case presentations

day 10 | Wednesday

morning class given by accompanying faculty
afternoon class given by accompanying faculty

day 11 | Thursday

morning Brand Personality Design
afternoon Brand Personality Design

day 12 | Friday

morning transfer to the Principality of Liechtenstein
Between Monarchy & Democracy: Visit an entire country in 2 hours, incl. visit of the prince's room in the Liechtenstein museum, and the plenary room of the Liechtenstein cabinet.

presentation LGT Bank: positioning and branding of "princely" funds
LGT Group is the largest family-owned private banking and asset management group in the world. LGT, originally known as The Liechtenstein Global Trust, is owned by the princely House of Liechtenstein and led by its family members H.S.H. Prince Max von und zu Liechtenstein (CEO) and H.S.H. Prince Philipp von und zu Liechtenstein (chairman).



LGT HQ below the princely castle



afternoon

transfer to Austria

company visit HEAD: Marketing premium sports equipment & fashion

Head Sport GmbH is an American–Dutch manufacturing company headquartered in Kennelbach, Austria. Head GmbH is a group that includes several previously independent companies, including the original "Head Ski Company" (founded in the United States in 1950); Tyrolia, an Austrian ski-equipment manufacturer; and Mares, an Italian manufacturer of diving equipment. Head currently produces a wide range of products for skiing, snowboarding, swimming, tennis and other racket sports.

evening

en route stop in the city of Dornbirn [capital of the Austrian state Vorarlberg]

return to Constance



day 13 | Saturday

individual program, self-study and case work, [potential time slot to travel to Munich]

day 14 | Sunday

individual program, self-study and case work [potential time slot to travel to Munich]



is the capital and the most populated city in the German state of Bavaria, on the banks of the River Isar north of the Bavarian Alps. Munich is also the third largest city in Germany, after Berlin and Hamburg, and the 12th largest city in the European Union, with a population of around 1.5 million.

The city is a major center of art, technology, finance, publishing, culture, innovation, education, business, and tourism in Germany and Europe and enjoys a very high standard and quality of living, reaching first in Germany and fourth worldwide according to the Mercer survey.

Munich is home to many universities, museums, and theatres. Its numerous architectural attractions, sports events, exhibitions and its annual Oktoberfest attract considerable tourism. Munich is one of the most prosperous and fastest growing cities in Germany.

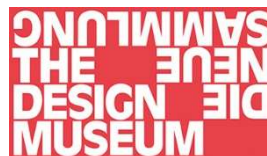
day 15 | Monday

morning	individual program, self-study and case work [last potential time slot to travel to Munich]
afternoon	team challenge in Die Neue Sammlung [Design Exhibition] on <i>what is German design?</i> guided tour of the historic center of Munich
evening	watch the documentary <i>Rams</i> – an homage to Germany's world-famous industrial designer drinks at the roof-top terrace of Technical University Munich
overnight	Munich



Die Neue Sammlung – design exhibition in Pinakothek Munich - is one of the leading design museums in the world, with the largest collection of industrial and product design. Founded in 1907, Die Neue Sammlung is considered the world's oldest design museum – regarded as such long before the word *design* acquired this meaning. Since then, Die Neue Sammlung has been making design history with its international acquisitions and stimulating exhibitions.

With over 100,000 catalogued items, Die Neue Sammlung is among the world's largest design collections. It is very wide-ranging, with the collection covering over 20 different areas, embracing Product and Industrial Design or Furniture and Graphic Design as well as topics such as Mobility and IT Design. Ceramics and glass are focal areas, as are Jewelry and Appliances, not to mention selected objects in the field of crafted design.



Iconic Design Objects in Die Neue Sammlung

day 16 | Tuesday

venue: Technical University Munich
Chair of Industrial Design

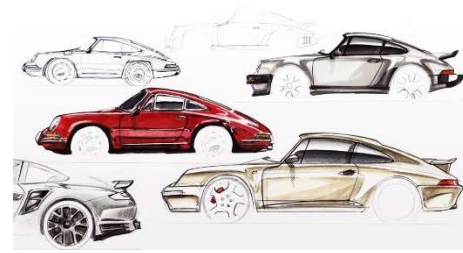
morning presentations by Hannes Gump:

german industrial design: Bauhaus, Braun & Co

what is good product design? Dieter Rams' legacy of good design principles

tour of the workshops and studios of TUM

team challenge presentations



The Iconic Design of Porsche

Dieter Rams is a German industrial designer closely associated with the consumer products company Braun, the furniture company Vitsoe, and the functionalist school of industrial design. His unobtrusive approach and belief in "less but better" design generated a timeless quality in his products and have influenced the design of many products, which also secured Rams worldwide recognition and appreciation.

In addition to being a successor to the Bauhaus, Rams eventually became a protégé of the Ulm School of Design in Ulm, Germany. Rams' designs have been an inspiration to many designers and his 10 Principles of Good Design standard literature.

His work is exhibited at Museum of Modern Art [MoMA], New York, the Design Museum, London, and many other museums and exhibitions.

He was appointed Distinguished Affiliated Professor at Technical University of Munich in 2012, and works closely with Prof. Fritz Frenkler and his team at the TUM Chair of Industrial Design and f/p design.



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Rams remains utterly alone in producing a body of work so consistently beautiful, so right and so accessible.

Sir Jonathan Ive
Chief Design Officer at Apple,
Chancellor of the Royal College of Art in London



More relevant than ever: Bauhaus and Braun designs inspire the world's greatest designers.

From left to right:

Braun ET44 calculator vs. iPhone's calculator app

Braun T3 pocket radio vs. the iPod.

Braun T1000 radio (close up) vs. the Mac Pro.

Technical University Munich [TUM] is a research university and among the largest and most notable German institutes of technology. It was founded in 1868 and with more than 40'000 students is one of the largest German universities. TUM is ranked 4th in Reuters 2017 European Most Innovative Universities ranking, 41th in THES (Times Higher Education) World University Ranking, 20th in the THES 2018 Best Universities for Engineering ranking, and in the 2018 Global University Employability Ranking of the Times Higher Education World Rankings TUM was ranked 8th in the world and 2nd in Europe. TUM's alumni include 17 Nobel laureates and 18 Leibnitz Price winners. The Chair of Industrial Design is located on the main university campus in downtown Munich.



afternoon: user-centered and user experience design - designing innovative products by focusing on user needs.

an introduction and workshop. by Andreas Huber.

Fritz Fenkler [Chair of Industrial Design at Technical University Munich] and Dieter Rams>

v Andreas Huber giving a workshop on UCD/UXD



User-centered design can be characterized as a multi-stage problem-solving process that not only requires designers to analyze and envision the way users are likely to consume a product, but also to validate their assumptions with regard to the user behavior in real world tests. The chief difference from other product design philosophies is that user-centered design tries to optimize the product around how users can, want, or need to use the product so that users are not forced to change their behavior and expectations to accommodate the product. During the UCD process, a Persona representing the user may be created. A persona is a user archetype used to help guide decisions about product features, navigation, interactions, and even visual design. Many factors can influence a *user's experience* with a system. To address the variety, factors influencing user experience have been classified into three main categories: user's state and previous experience, system properties, and the usage context (situation). Understanding representative users, working environments, interactions and emotional reactions help in designing the system. The overall user experience is not simply a sum of smaller interaction experiences, because some experiences are more salient than others. Overall user experience is also influenced by factors outside the actual interaction episode: brand, pricing, friends' opinions, reports in media, etc.



roof-top terrace at Technical University Munich

day 17 | Wednesday

morning

transfer to BMW Headquarters
visit of BMW Welt: the brand experience that has become Bavaria's No. 1 tourist attraction

visit of BMW production

walk&talk presentation: BMWi

The BMWi brand stands for visionary mobility and vehicle concepts. It implements innovations and thereby contributes pioneering work within the enterprise. The brand's drive is electric, its values sustainable.

afternoon

presentation and workshop by Dr. Walter Tannert

the Business Model Canvas

developed by Swiss strategist Alexander Osterwalder provides a strategic template for developing new business models with elements describing a brand's value proposition, customer segments, sales channels and others.

theoretic foundation and application at BMWi.

BMW case study

the BMWi user. A consumer typology.

evening

return to Constance [as a group]



BMW Headquarter, Munich



workshops at Technical University Munich

day 18 | Thursday

morning Brand Personality Design
afternoon Brand Personality Design

day 19 | Friday

morning class given by accompanying faculty
afternoon class given by accompanying faculty

day 20 | Saturday

individual program, self-study and case work, [potential time slot to travel to Milan]

day 21 | Sunday

individual program, self-study and case work, [potential time slot to travel to Milan]



Milan

Milan is a city in northern Italy, capital of Lombardy, and the second-most populous city in Italy after Rome. Milan served as the capital of the Western Roman Empire, the Duchy of Milan and the Kingdom of Lombardy–Venetia. The city proper has a population of about 1.4 million, its metropolitan city 3.26 million, and the Greater Milan Area 8.2 million inhabitants. Milan is considered a leading alpha global city, with strengths in the field of the art, commerce, design, education, entertainment, fashion, finance, healthcare, media, services, research and tourism. Its business district hosts Italy's stock exchange (Italian: Borsa Italiana), and the headquarters of national and international companies and brands. The city has been recognized as one of the world's four fashion capitals thanks to several international events and fairs, including Milan Fashion Week and the Milan Furniture Fair, which are currently among the world's biggest in terms of revenue, visitors and growth.

day 22 | Monday

morning	individual program, self-study and case work [last time slot to travel to Milan]
afternoon	guided tour of the historic center of Milan
overnight	Milan

day 23 | Tuesday

morning	Fashion Marketing & Management
afternoon	Fashion Marketing & Management
overnight	Milan

day 24 | Wednesday

morning	company visit in communications agency or fashion brand
afternoon	Fashion Marketing & Management
evening	return to Constance [as a group]

The course *Fashion Marketing & Management* introduces students to the fashion industry. We discuss the fundamentals of marketing fashion brands, as well as specific techniques and strategies that help brand managers navigate in the complex arena of fashion. Students will learn about brand development, creativity and innovation, navigating brands in highly competitive business environments, changing consumer demographics and their evolving spending habits, globalization and its impact on brand perception, product, pricing and promotion.

The course is structured into five building blocks:

_brand models in fashion: symbolic brands & lovemarks

_solution brands. authority brands. icon products

_cult brands. lifestyle brands

_the brand manifesto: how the company manages it?

_different kinds of innovation in fashion and its impact on brand management

By the end of the course, students will have a good overview of how to build and market a brand in the fashion sector.

Lecturer: Laura Santanera



Potential visit to Probeat Agency: discuss with communication experts about latest trends in marketing fashion labels



Potential visit to Diesel HQ: OTB Group – with its iconic brand Diesel – is one of the largest fashion companies in Europe





venue: Moodart Fashion School
Verona | Italy



Moodart is a fashion school and an art studio. It is the first Italian fashion school that specialized in fashion communication, where theory and practice perfectly merge: it offers a multidisciplinary approach based on applying what you learn with the experience. The motto of Moodart is to create a space that is, first and foremost, made up by people and moments, able to transform passion and willpower in jobs and expertise. Besides providing academic and professional training programs on communications in the fashion industry, Moodart's facilities also appear as a makerspace for creatives.



day 25 | Thursday

morning	class given by accompanying faculty. Wrap-up.
afternoon	Brand Personality Design. Coaching and team work sessions.

day 26 | Friday

morning	Brand Personality Design. Team presentations of program project.
afternoon	wrap-up
evening	farewell dinner

Notes to the program schedule: There may be short notice changes (particularly in regards to senior company speakers) due to sudden unavailability and/or emergency.

Lecturers

[in order of appearance]



Dr. CHRISTIAN SCHIMMELPFENNIG commenced his professional career as a management trainee with a German furniture and kitchenware brand, and later on held different management positions in the industry and consulting. He received a master's in business from Technical University Nuremberg [Germany], a master's in marketing from Syddansk Universitet [Denmark] und a PhD from prestigious University of St. Gallen [Switzerland].

For many years he had developed, positioned, marketed and executed exclusive training programs for executives – among them the Executive MBA programs of the universities of St. Gallen, Zurich [Switzerland] and Toronto [Canada]; according to the Financial Times ranking all among the world's leading executive programs. Moreover, he has designed and carried out market research for known brands such as Maurice Lacroix, Chronoswiss, and Faber-Castell, and developed international management trainings for Fortune 500 companies such as Chinese Midea Group. His passion lies in branding and [communications] design: he is a lecturer, researcher, author, consultant, and speaker on different branding topics, and

hands-on involved in communication and interior design projects. His research has been published in internationally recognized scientific journals such as Journal of Global Marketing, Psychology & Marketing, as well as practitioner-oriented magazines such as diverse outlets of Harvard Business press.



HANNES GUMPP is a senior lecturer at Technical University Munich [TUM]. He lectures on principles of design and teaches practice-oriented design enterprise workshops in the Master's program of Industrial Design at TUM. He is a designer himself and has won several awards. He received a MSc in Design at the University of the Arts, Stuttgart.

The industrial designer ANDREAS HUBER not only teaches at the Technical University Munich [TUM], but is also advising companies in the fields of industrial and user experience design, and serves as Vice President at f/p design – a design firm with agencies in Munich, Berlin, and Kyoto. Andreas has worked for the German aerospace center and has gained experience in the field of robotics and the design of complex interactions. He is just as connected in the creative as in the research and high-tech start-up scene. In 2019 he accepted the personal invitation of the organizing committee of the DiD award in China and became part of the exclusive international team of jurors.



Among many other companies he has designed for Bosch/Siemens/Hausgeräte, a German premium brand in home appliances, car manufacturer Opel, and Liechtenstein based Hilti Group. He has won several design awards praising his work, among them “German Design Award”, “Product Design Award”, and “Universal Design Award”.



Dr. WALTER TANNERT obtained a MSc in business from Technical University Munich and a PhD from University of St. Gallen, Switzerland. He started his career in the automotive sector with AUDI, gaining experience in several departments, among them Strategy China. Since 2011 he is with BMW in different management positions. He now serves as Charging Portfolio Manager, and is a core member of the BMW Group charging strategy team. In this role he defines the global BMW Group charging portfolio at home, at work and on the go (products & services) and introduces customer-centric public charging offers in Europe.

LAURA SANTANERA has 25 years of corporate experience in the fashion system, previously as a manager in different fashion companies in roles that span from product, brand, merchandising, and purchasing management, and today as a consultant. Besides her career in the industry, she has also spent considerable time as a scholar – bringing her vast professional experience into the classroom. For almost 15 years she was a visiting professor of the professional faculty at SDA Bocconi, the graduate business school of Bocconi University, training future managers in the field of fashion. Today she teaches fashion marketing and management at prestigious fashion schools like Polimoda, Domus Academy, Moodart, as well as other universities like the Istituto Universitario Salesino Venezia and the US-based University Studies Abroad Consortium.

10 years ago she also became a holistic therapist. This training allows her to explore and apply new teaching approaches based on listening, and entering into a deep relation with the audience, that help students to improve soft skills like creativity and authenticity.



accomodation at homebase

Student housing*

Get a single apartment or your own room in a shared apartment with local and other international students. Stay at excellent locations in the historic district of Constance and within walking distance to the shores of the lake, beaches, university library, and seminar rooms.



Vacation homes

Since Constance is very popular as a holiday destination there are plenty of apartments offered on Airbnb, Home Away and other vacation rental platforms. However, there is high demand for vacation homes in the summertime; you should therefore book well in advance and may want to share an apartment with other participants.

Hotels

Also, there is a large variety of hotels in different categories available in the city. Economic options include Ibis Budget, B&B Hotel, and others.

*prerequisite: this summer university program is integrated into the curriculum of a study program (bachelor, master, etc.) at a publicly recognized university, and participants are enrolled at that university.

seminar location at homebase



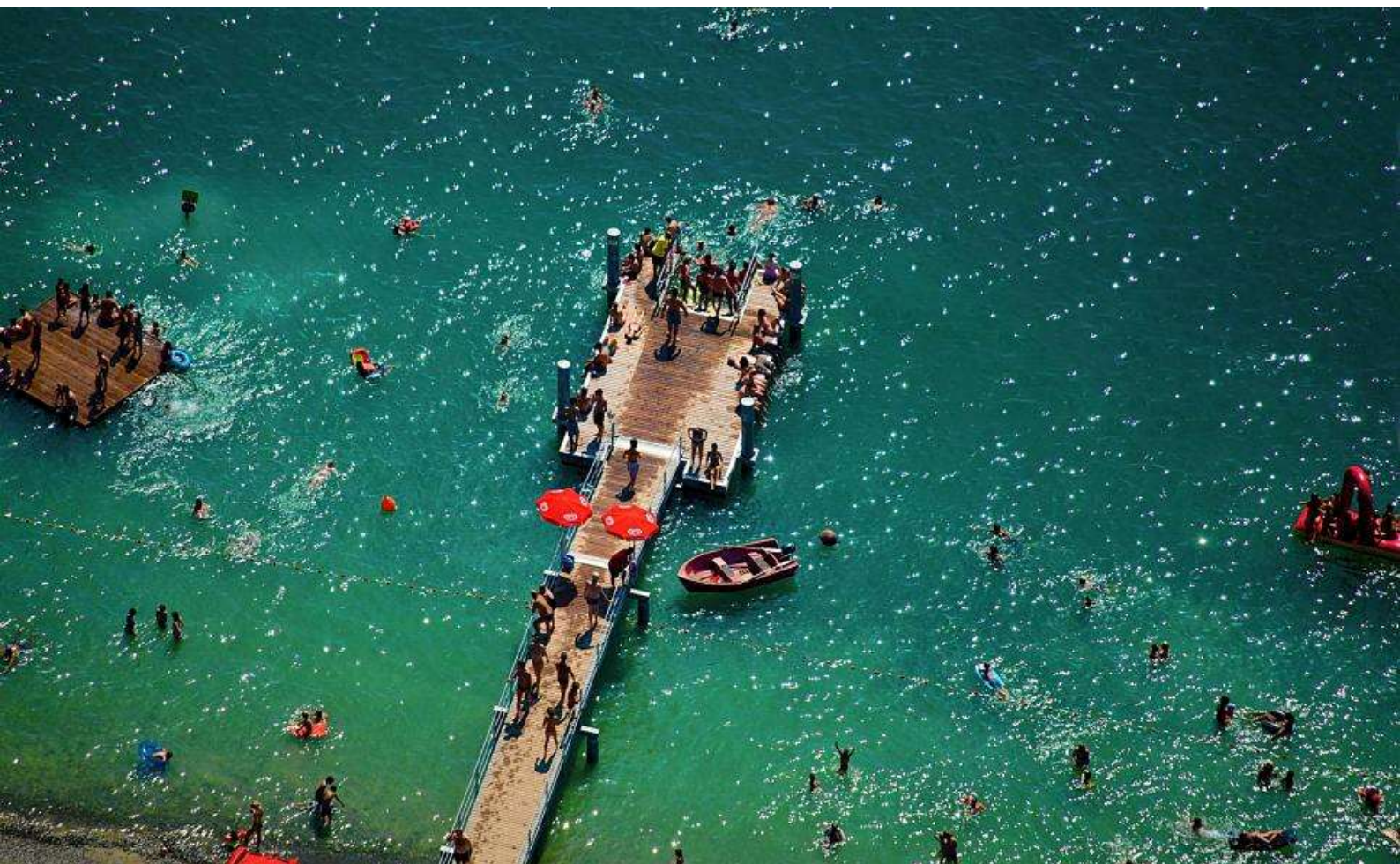
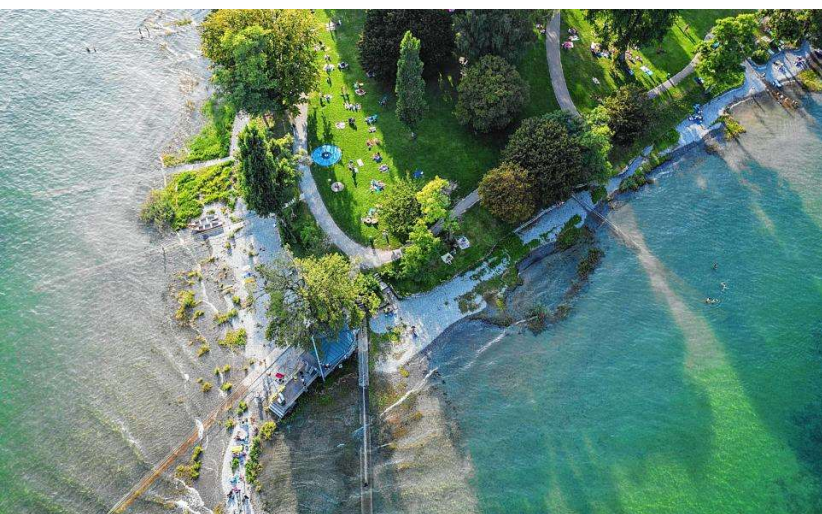
In Constance all lectures and workshops take place at facilities of Konstanz University of Applied Sciences. Depending on group size and budget either in lecture rooms on the main campus or at Villa Rheinburg, an art deco villa and home to Lake Constance Graduate School. Konstanz University of Applied Sciences was founded in 1906; its 5'000 students study in bachelor and master programs in communications design, business, architecture, tourism and other disciplines. Many programs are constantly ranked among the top programs at University of Applied Sciences in the German university ranking of Wirtschaftswoche and CHE. Besides labs and other facilities, the university offers a library with desks in a heritage building, a cafeteria, and a beach bar on the water front.



surroundings of home base

Besides its economic strength, the Lake Constance area is also a beautiful and touristic region that provides an excellent environment to study, relax and experience European culture. There are around 20'000 students enrolled in the various programs of the city's three universities. Together with the many tourists that vacation in the city and all around the lake, as well as the thousands of Swiss shoppers that like to spend a shopping weekend in Constance, the historic center and its bars, restaurants and clubs are populated and vibrant in the summertime.





alternative program contents

[alternative lectures and activities to substitute suggested program content above in case of preference or unavailability of speakers and lecturers]

_Visit of Technical Museum Munich: presentation and demonstration “From Industry 1.0 to Industry 4.0”

_Visit of BMW museum

_Workshop: develop a Business Model Canvas for a product/brand

_Presentation and introductory workshop on Industry 4.0: latest developments in digital manufacturing – what data make you sleep well at night?

_Digital Transformation: strategic framework to master digital change

_Digital Transformation: what it means for your supply chain

_Leadership and teamwork: what constitute successful team leaders?

_Visit of the European Patent Office (Munich) and lecture on protecting trademarks and CI

_Digital Customer Management and Customer Journey Mapping

_Introduction to the European Economy

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