

# Application information for our interactive course

Winter Term 2025/2026



# International Entrepreneurship and Brand Development (English, 6 ECTS)



## Course Profile

This course is offered in cooperation with EM Strasbourg. Max. 10 students of KIT and max. 10 students of EM Strasbourg will develop a pitch presentation in tandems (teams of 2). This is based on the value proposition of a business model and the branding strategy developed in the course.



## Lecturer

Ann-Kristin Kupfer  
Orestis Terzidis  
Sascha Weimar  
Pascal Schmitt



## Maximum Size

20 participants  
(in teams of 2)



## Dates (attendance compulsory)

### At KIT\*

21.01.2026 1 PM – 6 PM; room tba  
22.01.2026 8 AM – 7 PM; room tba  
23.01.2026 10 AM – 1 PM; room tba

### At EM Strasbourg\*

11.03.2026 1 PM – 6 PM; room tba  
12.03.2026 8 AM – 7 PM; room tba  
13.03.2026 10 AM – 1 PM; room tba

*\*buildings, rooms and exact timeline tba*

# Application for 6 ECTS course

- **Application time: Friday, October 17, 09:00 am - Friday, November 28, 11:55 pm.**
- Application procedure: Please use the Wiwi-Portal to apply – International Entrepreneurship and Brand Development (EUCOR) (WiSe 25/26)
  - Please upload your CV as well as your overview of grades (Bachelor & Master). Please further state how many ECTS you have already achieved in Marketing (excluding BWL PM).
  - **Announcement of positive answers: Monday, December 01**
  - **Please confirm your attendance until: Tuesday, December 02, 11:55 pm.**
- In case of any questions please contact: [pascal.schmitt@kit.edu](mailto:pascal.schmitt@kit.edu)  
[sascha.weimar@kit.edu](mailto:sascha.weimar@kit.edu)