

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*

22.01.2025 1 PM – 6 PM; room tba
23.01.2025 8 AM – 7 PM; room tba
24.01.2025 10 AM – 1 PM; room tba

At EM Strasbourg*

11.03.2025 1 PM – 6 PM; room tba
12.03.2025 8 AM – 7 PM; room tba
13.03.2025 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
sascha.weimar@kit.edu