

SUMMER SCHOOL

MEDIA

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



Course Content: Media Studies

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

5 ECTS
achievable

- **Augmented Reality, Mobile and Social Media for Entertainment and Personal Expression I + II**
- **E-Sports**
- **Sport New Media and Social Media Marketing: An International Perspective I + II**