

The Minor Digital Business invites to the Digital-Business-Lectures in Summer Semester 2019

29 March 2019

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The events are open to public and there is no limit to the number of participants. An exception is the visit of the AMAZON logistics center in Winsen - due to capacity reasons, only students of the Minor Digital Business can participate.

„Stationary retail: Customer requirements in the age of online trade - the BIKE & OUTDOOR COMPANY (B.O.C.) as an example“ **May 10 2019**, Bernd Heumann, B. O. C., Hamburg
Bernd Heumann graduated in business administration and is managing director at BIKE & OUTDOOR COMPANY GmbH & Co. KG.

Lecture Hall HS5; 10.15–11:45

„Success factor online marketing - how SEO, SEA and Facebook Ads put reisetopia on course for growth“ **June 14 2019**, Jan Wanderer, reisetopia, Hamburg

Lecture Hall HS5; 10.15 Uhr–11:45 Uhr

„E-Learning at EDEKA - Status Quo and perspectives“

June 19 2019, Andreas Rubbel, EDEKA Zentrale, Hamburg

C6.317 10:45

„Visit of the AMAZON logistics center in Winsen with introductory lecture“ (only for students of the minor program Digital Business) **June 21 2019**, Kevin Kreutzberger, Amazon Winsen/Luhe
Kevin Kreutzberger is division manager Inbound & Robotic Storage Platform at Amazon in Winsen. After an introductory lecture, participants are guided through the logistics center in groups.

contact:

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