

# Prof. Dr. Karsten Kilian and M3ve visited Blackeight

30 students of the Master's program »Brand and Media Management« ([M3ve](#)) and the program's director Prof. Dr. Karsten Kilian ([Markenlexikon.com](#)) visited the Munich-based brand consultancy Blackeight on June 23rd 2017.

Together with Manuela Liebertz, Marketing and Brand Management at MAN Truck & Bus, our Brand Sparring Partner Daniel Höpfner and Anna Scheuernstuhl provided insights into brand management at MAN Truck & Bus. After a vivid and exciting discussion, the group visited the MAN factory in Karlsfeld where our guests from Würzburg could experience the implementation of the brand strategy into day-to-day work first-hand. At the end of the day, the group visited the brand architects Schmidhuber & Partner.

»The insights into the daily business of the brand consultancy Blackeight were very exciting. Our Master's students still talked about the findings from the presentation and the knowledge acquired from the discussion long after the visit.«, said Prof. Dr. Karsten Kilian. »Many thanks for the hospitality. We would be glad to come again.«