

VO Management I – Marketing 040086 (in English)

WS 2021,
1 SWS, 2 ECTS

Wednesdays 9:45-11:15,
digital (online lectures) via Zoom,
Slides and syllabus available on Moodle

Univ.-Prof. Dr. Christoph Fuchs

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Office hours: upon request

Target Group

Students M.Sc. International Business, Course of the Introductory Phase (BWL)

Registration

Online via u:space (no “first come, first serve” principle)

Course Description

Marketing is a complex business function that requires a balance of analytical and synthetic thinking. This course introduces a series of frameworks and tools that can be used to a) solve general business problems and b) develop specific marketing strategies and programs.

The course is oriented around understanding the three Cs (customers, company and competitors), developing a strategy for the chosen product/market(s), and translating this strategy into more specific plans through the elements of the marketing mix, the four Ps (product offering, pricing, promotion and physical distribution). Course materials are provided via Moodle.

Course Materials

The course will be administered via the online learning platform Moodle (<https://moodle.univie.ac.at>); to get access, you need to register via U:SPACE (no “first come, first serve” principle). You will also get a detailed Syllabus on Moodle which also contains links to Zoom. Please check this syllabus regularly (it will be constantly updated).

- Kotler, Keller, Brady, Goodman, & Hansen (2016), Marketing Management,

3rd European Edition, Pearson Prentice Hall.

- Slides via Moodle
- Videos and readings

Evaluation

Evaluation of performance will be based on a multiple choice (one correct choice per question). Please note that you need to **register separately for the exam**.

1 ≥ 88%

2 ≥ 75%

3 ≥ 63%

4 ≥ 50%

Course Schedule

The weekly class schedule is outlined below. (The more detailed course Syllabus can be found on Moodle).

Dates (all digital)	Topics
Wednesday 06.10. 09:45 - 11:15	Introduction
Wednesday 13.10. 09:45 - 11:15	Segmentation, Targeting, Positioning
Wednesday 20.10. 09:45 - 11:15	Pricing
Wednesday 27.10. 09:45 - 11:15	Distribution
Wednesday 03.11. 09:45 - 11:15	Promotion
Wednesday 10.11. 09:45 - 11:15	Branding
Wednesday 17.11. 09:45 - 11:15	Exam
Wednesday 26.01.2022 09:45 - 11:15	Exam (re-sit)