

UK ABWL Marketing II | 040428 - 2

Wintersemester 2022, English

LV Leiter
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Objectives of the Course
<p>This course expands upon the material covered in VO ABWL Marketing 1; the marketing fundamentals learned there are now applied to a real-world marketing scenario. The course intends to improve students' ability to develop a marketing plan and enhance their critical thinking on different types of marketing decisions.</p> <p>This course uses an interactive format composed of students' presentations and subsequent discussions with the class.</p>
Course Content
<p>The course follows the structure of a marketing plan:</p> <ul style="list-style-type: none"> ▪ Situational Analysis ▪ Consumer Behavior ▪ Market Research ▪ STP ▪ 4Ps - Product ▪ 4Ps – Price ▪ 4Ps – Place ▪ 4Ps - Promotion
Methodology
<p>The course will consist of two revision lectures and several group presentations (2 per class). Group presentations: students are assigned to a company and will develop a specific part of their marketing plan.</p>
Admission criteria
<ul style="list-style-type: none"> ▪ Registration via U:SPACE ▪ Positive conclusion of the VO ABWL Marketing 1 ▪ Attendance in the first-course unit is mandatory for further participation in the course. ▪ Without exception, a maximum of 50 people will be admitted to the course.
Assessment
<p>Performance in the course will be assessed as follows:</p> <ul style="list-style-type: none"> ▪ Presentation 40 % ▪ Participation 20 % ▪ Test 40 %

Grades will rely on the following scale:

- 1 ≥ 88%
- 2 ≥ 75%
- 3 ≥ 63%
- 4 ≥ 50%

Presentation: The evaluation criteria will include content quality, content clarity, originality, presentation skills and visuals.

Participation: Grades will be based on the quality and quantity of students' interventions. Students are encouraged to participate regularly, actively and meaningfully.

Test: The final exam will contain multiple-choice questions; content-wise, it will rely on the lectures, group presentations and class discussions.

Attendance is compulsory in the units. Students who are absent more than three times are judged negatively. Attendance is required for your own group presentation!

Examination material

Students are provided with course materials (lectures) and their colleagues' presentations on Moodle. Students can also read the recommended literature.

Literature

Kotler, P. & Keller, K. L. (2016), Marketing Management (15th Edition), Pearson, Global Edition.

Detailed schedule: HS 16

LV	Topic	Company A (odd groups)	Company B (even groups)	Date	Hour
1	Introduction + Review lecture 1			06.10.2022	13:15h – 14:45
2	Review lecture 2			13.10.2022	13:15h – 14:45
3	In-class work			20.10.2022	13:15h – 14:45
Delivery presentation: 26.10.2022					
4	Situational Analysis	Group 1	Group 2	27.10.2022	13:15h – 14:45
5	Consumer Behavior	Group 3	Group 4	03.11.2022	13:15h – 14:45
6	Market Research	Group 5	Group 6	10.11.2022	13:15h – 14:45
7	STP	Group 7	Group 8	17.11.2022	13:15h – 14:45
8	4Ps - Product	Group 9	Group 10	24.11.2022	13:15h – 14:45
9	4Ps – Price	Group 11	Group 12	01.12.2022	13:15h – 14:45
10	4Ps – Place	Group 13	Group 14	Friday 09.12.2022	13:15h – 14:45
11	4Ps - Promotion	Group 15	Group 16	15.12.2022	13:15h – 14:45

Exam: 09.01.2023 - 11:30 HS 14