

VO Management I – Marketing 040024 (in English)

SS 2022,
1 SWS, 2 ECTS

Wednesdays 9:45-11:15,
digital (online lectures) via Zoom

As far as it is possible due to COVID-19, the examination will take place on site.
Slides and syllabus available on Moodle.

Univ.-Prof. Dr. Christoph Fuchs

Chair of Marketing,
Christoph.fuchs@univie.ac.at
<http://marketing.univie.ac.at>
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 exam (one correct answer 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 02.03. 09:45 - 11:15	Introduction
Wednesday 09.03. 09:45 - 11:15	Segmentation, Targeting, Positioning
Wednesday 16.03. 09:45 - 11:15	Pricing
Wednesday 23.03. 09:45 - 11:15	Distribution
Wednesday 30.03. 09:45 - 11:15	Promotion
Wednesday 06.04. 09:45 - 11:15	Branding
Wednesday 27.04. 09:45 - 10:45, HS 6 and 14	Exam
Wednesday 29.06. 09:45 - 10:45, HS 14	Exam (re-sit)
Wednesday 21.09. 09:45 - 10:45, HS 14	Exam (re-sit)

Date	Topics and Readings
Week 1	Introduction (live video lecture)
	<i>Assignment:</i> Please read Chapters 1 and 2 Please watch the following clip: https://www.youtube.com/watch?v=bilOOPuAvTY
Week 2	Segmentation, Targeting, and Positioning
	<i>Assignment</i> Please read Chapter 10 Please watch the following clip/podcast: https://www.youtube.com/watch?v=iliAAhUeR6Y

Week 3**Pricing**

Assignments:

Please read Chapter 16

Please watch the following clips:

<https://www.youtube.com/watch?v=WDJOgnlag6M>

<https://www.youtube.com/watch?v=WEW3lp5SdkU>

Week 4**Distribution Channels**

Assignments:

Please read Chapters 19 and 20

Please watch the following clip:

<https://www.youtube.com/watch?v=RWGvAJdZn2I>

Week 5**Promotion / Marketing Communication**

Assignment:

Please read Chapters 17 and 18

Week 6**Brands and Branding**

Assignment:

Please read Chapters 12 and 13

Please watch the following clips:

https://www.ted.com/talks/dan_cobley_what_physics_taught_me_about_marketing

<https://www.youtube.com/watch?v=kshlWlc15yg>