

## UK ABWL Marketing II | 2023S

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Information about the course

### Course details

3.00 ECTS (2.00 SWS) | Continuous assessment of course work | Course format: on site  
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Kurs# 040 138-2 | Start: Thursday March 2<sup>nd</sup>, 11:30

**Course instructor:** Dr. Ifigeneia Leri  
**Contact:** [ifigeneia.leri@univie.ac.at](mailto:ifigeneia.leri@univie.ac.at)

### Target audience

Bachelor students who have successfully completed ABWL Marketing I. It is therefore NOT possible to complete ABWL Marketing I and ABWL Marketing II in the same semester. This course is also open to students from other programs as well as guest students who are aiming for a specialization in marketing and who meet the study requirements.

A special note for all exchange students: You also CANNOT complete ABWL Marketing I and ABWL Marketing II in the same semester. You are eligible for this course only if you have already successfully passed a basic marketing course at your home university. To be able to attend the course you must submit a relevant transcript/certificate by March 2<sup>nd</sup>, 2023.

### Objectives & Content

The course seeks to apply key marketing concepts acquired in the ABWL Marketing I course to real-life examples as well as to provide new theoretical and practical knowledge on additional marketing topics such as *Business-to-Business Marketing*, *Services Marketing*, *International Marketing*, *Marketing Implementation and Control*, and *Ethical Marketing*.

Both the course and the final exam will be held in English. The course has “prüfungsimmanenten Charakter”, therefore attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage); more than three absences will automatically result in a “fail” grade.

### Course structure

Sessions 2 to 6 from 16/03/2023 to 27/04/2023 will be based on group presentations. Each group – formed by up to five students – has to prepare one presentation on a given market/company (see below). Students will have to apply theoretical frameworks taught in ABWL Marketing I in order to propose relevant solutions and/or recommendations to the case at hand. Each session will focus on

the same marketing topic and will include two group presentations dealing with a different case. Each presentation is limited to 25 minutes and will be followed by questions and discussion from the instructor and the audience.

Note: All presentations have to be done using Power Point (or a similar program) and every group member has to present. Group members who are absent or are not presenting, without prior confirmation from the course instructor, will be graded with zero points.

Presentation topics and guiding questions will be assigned in the first session!

The second half of the course (Sessions from 11/05/2023 to 22/06/2023) will consist of lectures covering new marketing topics such as *services marketing*, *business-to-business marketing*, etc. The detailed schedule is presented below.

## Performance & Assessment criteria

Minimum requirements: attendance, active participation in discussions, group work & preparation.

The total performance of the course participants includes the following partial performances:

Group work/ Presentation (Team grade)	(30%)
Midterm Exam (Sessions 2-6)	(25%)
Final Exam (Sessions 8-12)	(45%)

The *group presentations* will involve groups of up to 5 students. The same grade will be awarded to all students of the same group. All group members have to contribute and participate in both the presentation and later discussion.

The *midterm exam* will be based on the material covered in the student presentations (Sessions: 2, 3, 4, 5, 6). Therefore, it is essential that you study the corresponding chapters and actively participate in the presentations.

The *final exam* will be based only on the new topics covered by the instructor in the second half of the course (Sessions: 8, 9, 10, 11, 12). The relevant material includes the corresponding book chapters as well as everything that has been covered in the lectures.

Students who fail the course must repeat the entire course (and must register in the usual way next time the course is offered).

The assessment of the overall performance of the participants is determined as follows:

- 1- ≥ 80 %
- 2- 70 - 79 %
- 3- 60 - 69%
- 4- 50 - 59 %
- 5- < 50%

## Dates & Content

Unit		Content	Ch.
1	March 2   HS 07	<b>Introduction</b>	
2	March 16   HS 07	<b>Marketing Environment &amp; Competitive Analysis</b> <i>Lego (Gr. 1) – IKEA (Gr. 2)</i>	2, 18 & 19
3	March 23   HS 07	<b>Consumer Behavior &amp; Marketing Research</b> <i>Electric Car (Gr. 3) – Mineral water (Gr. 4)</i>	3 & 6
4	March 30   HS 07	<b>Segmentation, Targeting, Positioning</b> <i>Brewdog (Gr. 5) – Rimowa (Gr. 6)</i>	7
5	April 20   HS 07	<b>Advertising &amp; Promotion</b> <i>Ritter Sport (Gr. 7) – Dove (Gr. 8)</i>	13 & 14
6	April 27   HS 14	<b>Brand Strategy</b> <i>Coca-Cola (Gr. 9) – Apple Watch (Gr.10)</i>	8 & 20
7	May 4, 2023	<b>Midterm Exam</b> <b>HS 04 Oskar-Morgenstern-Platz 1, Erdgeschoß</b>	<b>2, 3, 6, 7, 8, 13, 14, 18, 19, 20</b>
8	May 11   HS 07	<b>Business to Business Marketing</b>	4, 10 & 15
9	May 25   HS 07	<b>Services Marketing</b>	9
10	June 1   HS 07	<b>International Marketing</b>	21
11	June 15   HS 07	<b>Marketing Implementation and Control</b>	22
12	June 22   HS 07	<b>Marketing, Ethics and Society</b>	5
13	June 29, 2023	<b>Final Exam</b> <b>HS 15 &amp; HS 16, OMP1, 2. Stock</b>	<b>4, 5, 9, 10, 15, 21, 22</b>

## Registration/Deregistration

Students wishing to take this course must register via U:SPACE (with points) during the registration period. Registered students who, for whatever reason, are not able to take the course must de-register electronically.

The latest date by which this course can be dropped without penalty is 10<sup>th</sup> March 2023. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session (Introduction/Vorbesprechung) on Thursday, 2<sup>nd</sup> March 2023, 11:30-13:00, as failure to do so will result in their exclusion from the course.

## Literature

*Textbook:* Jobber, David and Fiona Ellis-Chadwick (2019): Principles and Practice of Marketing, 9<sup>th</sup> Ed., McGrawHill (ISBN 978-1-5268-4723-2).

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### *Additional articles:*

In addition to the text books, selected journal articles may be used to further support students' understanding of the course's content. These articles will be placed on Moodle and students informed accordingly.

*Reading the textbook chapters as well as the selected research papers is an essential part of the course (especially as preparation for the sessions!) and as important as attending lectures.*

**Further information will be given in the Introduction Vorbesprechung session!**