

UK ABWL Marketing II | 2024S

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

Course# 040138-2 | Start: Thursday, March 7th, 11:30-13:00

Course instructor: Dr. Ifigeneia Leri
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Target audience

Bachelor students who have 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 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 14th, 2024.

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*, *Global Marketing*, and *Sustainable 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 4 from 21/03/2024 to 18/04/2024 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 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 20 minutes and will be followed by questions and discussion from the instructor and the audience.

Note: All presentations have to be done using PowerPoint (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 5 to 8, from 25/04/2024 to 23/05/2024) will consist of lectures covering new marketing topics such as *business-to-business marketing*, *services 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%)
Written report based on presentations (Team grade)	(25%)
Final Exam	(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 (**exceptionally, grades may vary in case of significant discrepancies during the presentation**). All group members have to contribute and participate in both the presentation and later discussion.

The *written report* will be based on the student presentations. After the presentation, each group should incorporate the feedback of both the instructor and their colleagues and deliver a brief report on their topic. The same grade will be awarded to all students of the same group (**exceptionally, grades may vary in case of significant discrepancies during the presentation**). All group members should contribute to the written report.

The *final exam* will be based on selected topics from the presentation sessions and the new topics covered by the instructor in the second half of the course. The relevant material includes the corresponding book chapters, the class material, and everything covered in the lectures.

More information about the assessment criteria will be given in the introductory session.

Students who fail the course must repeat the entire course (and must register in the usual way the 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	Chapters (Kotler et al., 2023)
1	07/03/2024 HS 08	Introduction	
2	21/03/2024 HS 08	Marketing Environment & Competitive Analysis <i>Birkenstock (Gr. 1) – Bose (Gr. 2)</i>	1, 2, 7 & 17
3	09:45-11:15 11/04/2024 HS 17	Consumer Behavior & Marketing Research <i>Chips (Gr. 3) – Home entertainment system (Gr. 4)</i>	3 & 5
	11:15-13:00 11/04/2024 HS 17	Segmentation, Targeting, Positioning <i>Hot Wheels (Gr. 5) – Burger King (Gr. 6)</i>	6 & 7
4	09:45-11:15 18/04/2024 HS 16	Brand Strategy <i>Apple iPhone (Gr. 7) – Pokémon mobile games (Gr.8)</i>	8, 10 & 17
	11:15-13:00 18/04/2024 HS 16	Advertising & Promotion <i>Ikea (Gr. 9) – Nespresso (Gr. 10)</i>	12 & 13
5	25/04/2024 HS 08	Business-to-Business Marketing	4
6	02/05/2024 HS 08	Services Marketing	9
7	16/05/2024 HS 08	Global Marketing	20
8	23/05/2024 HS 08	Sustainable Marketing: Social Responsibility & Ethics	21
9	06/06/2024	Final Exam HS 06 Oskar-Morgenstern-Platz 1, 1. Stock	

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 11th March 2024. Students who decide to drop the course after this deadline will be graded with 5 (failed).

All registered students must attend the first session (Introduction/ Vorberechung) on Thursday, March 7th, 2024, 11:30-13:00, as failure to do so will result in their exclusion from the course.

Literature

Textbook: Kotler, P., Keller, K.L. and Chernev, A. (2023): Marketing Management – Global Edition, 16th Ed., Pearson (ISBN-13: 9781292404936).

Additional articles:

In addition to the textbook, selected journal articles may be used to further support students' understanding of the course's content.

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!