

VO Management 1 – Marketing (MA) | 2024 SS

Information about the course

Course details

2.00 ECTS (1.00 SWS) | Course format: mixed
SPL 4 - Wirtschaftswissenschaften | Language: English

Course# 040 024 | Start: Wednesday March 13th, 13:15

Course instructor: Univ.-Prof. Dr. Christoph Fuchs
Contact: christoph.fuchs@univie.ac.at

Target audience

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

Objectives & Content

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.

Performance & Assessment criteria

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 %
- 5- < 50%

Dates & Content

	Unit	Content
1	13.03.2024 HS 14	Introduction
2	20.03.2024 HS 14	Segmentation, Targeting, Positioning
3	10.04.2024 HS 14	Pricing
4	24.04.2024 digital	Distribution
5	08.05.2024 HS 14	Promotion
6	22.05.2024 HS 14	Branding
	29.05.2024 HS 1	16:45– 17:45 EXAM
	24.06.2024 HS 6	15:00 – 16:00 EXAM
	23.09.2024 HS 1	09:45 – 10:45 EXAM

Registration/Deregistration

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

Literature

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, Ph. / Keller, K.L. / Chernev, A. (2022): **Marketing Management**, 16th Global Edition, Pearson.
- Slides via Moodle
- Videos and readings

Date	Topics and Readings
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Week 1 Introduction (live video lecture)

Assignment :

Please read Chapters 1 and 2

Please watch the following clip:

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

Week 2 Segmentation, Targeting, and Positioning

Assignment :

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=kshIWlc15yg>