

Course details

4.00 ECTS | Continuous assessment of course work | Course format: on site
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Course# 040 155

Course instructor: Dr. Catia Alves
Contact: catia.alves@univie.ac.at

Target audience

This course is intended for students pursuing master's degrees in Business Administration and International Business Administration.

The course is also open to students from other programs as well as guest students who are interested in the topic at hand.

Objectives & Content

This course provides students with a thorough understanding of how to transform people's lives for the better. In particular, the course offers new perspectives on marketing practices and new opportunities to make an impact on the world.

The classes will encourage students to think about and discuss the following topics:

- What is the role of marketing in creating a better world?
- What are the world's current challenges, and how do they impact businesses?
- How to position a sustainable brand?
- What can be done to boost pro-social behavior?

Moreover, students will have the opportunity to participate in a business case in collaboration with one of our partners (a green company in the biochemical sector based in Manchester). Students will learn about current industry practices and propose marketing solutions for the challenge provided; the group with the best solutions/recommendations will receive a small monetary reward from the company.

The course seeks to improve students' critical and strategic thinking to provide our future leaders with better and more powerful decision-making tools.

Course Structure

The course offers an interactive format composed of several lectures, a guest speaker's presentation, and a business challenge to give students an integrated learning experience. Thus, students are expected to attend and actively participate in all classes.

Attendance at the first session is compulsory.

Groups:

Students will be asked to form groups of around 3 elements (depending on the number of students in the class). Groups will have to do a presentation and a written report for the challenge proposed. In particular, each group will work with one of the business areas (personal care and home care) and in a targeted geographical area.

Presentation:

Each presentation should last **10 minutes** (maximum), followed by **5 minutes** of feedback.

Students should cover:

- Situational Analysis, SWOT, STP (50%)
- Marketing tactics and Recommendations (50%)

The evaluation will be based on clarity, presentation skills and appropriateness as well as originality of the ideas proposed.

Please upload your presentation on moodle one day before the presentation.

Report:

The essay should have a maximum of 20 pages (including references, images and graphs). Please indicate on the front page the group number, students' names, students' IDs, and e-mails.

Formatting Guidelines

- Write in Times New Roman, size 12, and line space 1,5.
- Use the APA style for citations and references.

Content Guidelines

The report will be your marketing plan for challenge proposed by the company. It should be composed of three main parts:

- 1) Situational Analysis
 - a. You can use tools such as 5C analysis, PESTEL and SWOT.
 - b. Graphs and statistics are often valuable in this section
 - c. Market research can be very insightful (surveys or interviews with consumers)
- 2) Strategy (STP)
 - a. You will have to define the segments of the market.
 - b. Target one segment and develop the positioning.
- 3) Marketing tactics and recommendations
 - Define your implementation tactics (price, promotion, etc) and identify the main recommendations for the practitioners.

Performance & Assessment criteria

Performance in the course will be assessed as follows:

- Individual performance (class attendance, participation, discussion) 10%
- Group presentation 45%
- Report 45%

Grades will rely on the following scale:

- 1 ≥ 90%
- 2 ≥ 80%
- 3 ≥ 65%
- 4 ≥ 50%

Dates & Content

Day	Hour	Room	Class
22.05.2024	15.00-18.15	HS 15	Intro + Business case presentation
29.05.2024	15.00-18.15	HS 15	Theoretical class (sustainability)
05.06.2024	15.00-18.15	HS 15	Hands-on + feedback (guest)
12.06.2024	15.00-18.15	HS 15	Theoretical class (marketing)
19.06.2024	15.00-18.15	HS 15	Presentations (Groups: 1,2,3,4,5,6,7)
			Presentations (Groups: 8,9,10,11,12)
26.06.2024	15.00-18.15	HS 15	Interactive class/guest & conclusion

Registration/Deregistration

<https://ufind.univie.ac.at/>

Literature & Textbooks

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

Chandy, R., Johar, G., Moorman, C., & Roberts, J. (2021). Better Marketing for a Better World. *Journal of Marketing*, 85(3), 1–9.

Rifkin, J. R., Du, K. M., & Berger, J. (2021). Penny for Your Preferences: Leveraging Self-Expression to Encourage Small Prosocial Gifts. *Journal of Marketing*, 85(3), 204–219.

Mookerjee, S., Cornil, Y., & Hoegg, J. A. (2021). From Waste to Taste: How “Ugly” Labels Can Increase Purchase of Unattractive Produce. *Journal of Marketing*, 85(3), 62–77.

Bryan, C. J., Yeager, D. S., & Hinojosa, C. P. (2019). A values-alignment intervention protects adolescents from the effects of food marketing. *Nature Human Behaviour*, 3(6), 596–603.