

## UK ABWL Marketing II | 2024W

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Information about the course

### Course Details

3.00 ECTS (2.00 SWS) | compulsory attendance | continuous assessment | course format: on site | SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Course# 040428-2 | Start: Wednesday, October 2<sup>nd</sup>, 11:30

**Course Instructor:** Dr. Ilona Szócs  
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### Target Audience

This seminar is aimed at bachelor students of Business Administration who have completed the *ABWL Marketing 1* course.

### Objectives & Content

The course seeks to apply key marketing concepts acquired in the ABWL Marketing 1 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*, and *Sustainable Marketing*. The course will also emphasize effective project management, time management, and presentation skills.

### Prerequisites

Completed “*ABWL Marketing 1*” course. It is therefore not possible to complete ABWL Marketing 1 and ABWL Marketing 2 in the same semester.

A note for exchange students: You cannot complete ABWL Marketing 1 and ABWL Marketing 2 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 October 9, 2024.

### Course Policies

The course has “prüfungsimmanenten Charakter”. 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.

Students wishing to take this course *must register via u:space* during the registration period. By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores

your data (i.e. project work). The maximum number of participants is 50. Registered students who, for whatever reason, are not able to take the course *must de-register* electronically. The latest date by which the course can be dropped is **October 9, 2024**. Failure to meet this deadline will automatically result in a "fail" grade.

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*It is absolutely essential that all registered students attend the first session on **October 2, 2024** (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course.*

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## Course Structure

Sessions 2 - 6 will be based on group presentations. Each group will prepare a presentation on a given company/brand (further information will be given in the first session). Students will have to apply theoretical frameworks attained in ABWL Marketing 1 to propose relevant solutions and recommendations to the case at hand. Each session will focus on one specific marketing topic and will include two group presentations dealing with a different case (i.e., company/brand). Each presentation will be limited to 25 minutes and will be followed by questions and discussion from the instructor and the audience.

Note: Each group member must 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 7 - 11) will consist of lectures covering additional marketing topics such as *B2B marketing, services marketing, international marketing, and marketing ethics*. The detailed schedule is presented below.

The course includes a combination of lectures, student presentations, case studies and group work. Students will be assigned into groups and will work toward a specific *group project* in accordance with the guidelines set by the course instructor.

## Performance & Assessment

Minimum requirements: attendance, active participation in discussions, group work & presentation, and final exam.

Performance in the course will be assessed as follows:

Group work/Presentation (group assessment)	35%
Participation (individual assessment)	20%
Final Exam (individual assessment)	45%

The *group work/presentation* assessment comprises the preparation and presentation of the group project. The same points will be awarded to students belonging to the same group.

The *participation* assessment will be based on the quality and quantity of students' contribution to the sessions. Students are encouraged to participate regularly and actively in all sessions.

The *final exam* will be based on the topics covered in class. The relevant material includes the corresponding book chapters as well as material covered in the lectures. The final exam will be 45 minutes long and will contain open-ended questions.

A minimum of 50 percent of the points needs to be attained overall to pass the course. The grading system is as follows:

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

Students who fail the course must repeat the entire course (and must register in the usual way next time the course is offered). **No alternative formats of assessment or make-ups will be offered.**

## Dates & Content

Sessions		Content
1	02.10.2024, 11:30 - 13:30, HS 8	Introduction
<b>Presentation slides submission deadline: 28.10.2024</b>		
2&3	29.10.2024, 15:00 - 18:15, HS 15	Presentation block 1: Marketing Environment & Competitive Analysis Presentation block 2: Consumer Behavior & Marketing Research
4&5	30.10.2024, 16:45 - 20:00, HS 16	Presentation block 3: Segmentation, Targeting, Positioning Presentation block 4: Advertising & Promotion
6&7	31.10.2024, 15:00 - 18:15, HS 16	Presentation block 5: Brand Strategy Lecture: Business to Business Marketing
8&9	13.11.2024, 16:45 - 20:00, HS 16	Lecture: Services Marketing Lecture & Case: International Marketing
10&11	20.11.2024, 16:45 - 20:00, HS 16	Lecture & Case: Sustainable Marketing and Society
12	11.12.2024, 15:00, HS 14	<b>FINAL EXAM</b>

## Registration/De-Registration

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

## **Literature**

### **Textbook**

David Jobber and Fiona Ellis-Chadwick (2023). Principles and Practice of Marketing, 10<sup>th</sup> Edition, McGraw-Hill

### **Additional readings**

Additional readings may be used to further support students' understanding of a specific marketing topic.