UK ABWL Marketing II | 2026W

Information about the Course

Course Data

3.00 ECTS (2.00 SWS) | Course with continuous assessment | Course format: In-person

SPL 4 – Business administration | max. 50 Participants | Language of instruction: English

Course Instructor and Contact Information

Andreas Raff, B.A. MSc, Chair of Marketing andreas.raff@univie.ac.at

Target group

This course is primarily intended for students of the Bachelor's programs in Business Administration and International Business Administration. Students must have successfully completed the lecture “ABWL Marketing 1” in order to be admitted to this course.

Aims, contents and method of the course

This course deepens the content of the course VO ABWL Marketing I. The terminology and basic concepts of marketing learned there are now applied to real marketing problems. Case studies are used to analyze real companies. The results and solution proposals worked out in groups are then presented and discussed in plenary sessions. The course is intended to encourage further study of the subject of marketing and the consideration of marketing decisions from a management perspective.

The course deals with already known topics of marketing in a more in-depth form and should help to sharpen the understanding of complex practical decisions in the field of marketing.

Within the framework of strategic marketing, the following topics are examined in more detail:

- Marketing environment
- Consumer behavior
- Market research
- Market segmentation and market positioning

In the second half of the course, operational marketing decisions are examined:

- Product
- Price
- Place
- Promotion

Course structure

The first unit introduces the central learning objective of the module: students should be able to independently and correctly apply previously learned marketing concepts to the development of a marketing plan. Groups will also be formed for the collaborative assignments throughout the semester, including the elevator pitch, draft, peer feedback, and final case study presentation.

Unit 2 reviews the key elements of a marketing plan and introduces the two companies that students will work on during the semester. The theoretical knowledge acquired in previous semesters will be deepened through application to concrete cases from marketing practice.

In Unit 3, students present their elevator pitches, consisting of initial campaign ideas for their assigned company. The proposed ideas will be discussed and voted on in plenary. Based on the vote, the session will determine the campaign concepts that all groups will work on for their final presentations. Following this session, students will have three weeks to prepare their final case study presentation. During this period, intermediate assignments will be submitted on a weekly basis: first a draft, followed by peer feedback, and finally the presentation slides.

In Units 4 to 11, students present their major case studies, which are discussed in plenary. Students are expected to critically reflect on their content and to justify their decisions and conclusions in a well-founded manner, where appropriate supported by relevant sources.

Unit 12 consists of a revision session and a mini-quiz covering the case studies and marketing topics addressed throughout the course.

The course sessions take place weekly in the lecture hall on Mondays from 1:15 to 2:45 p.m.

Assessment and permitted materials

This is a course with continuous assessment, the performance assessment is based on the following partial performances:

- Elevator Pitch 10%
- Draft + Feedback 30%
- Presentation of case study 40%
- Participation 20%

The 20% participation component is awarded based on regular, active, and meaningful participation in class discussions and the mini-quiz. A minimum of 50% overall is required to pass the course. Attendance is compulsory in the units. **Students who have more than three unexcused absences will receive a negative grade**.

The evaluation of the overall performance of the participants is based on the following key:

1. Very good ≥ 88%
2. Good ≥ 75%
3. Satisfactory ≥ 63%
4. Sufficient ≥ 50%
5. Not sufficient < 50%

Group work receives one grade. All members of a group receive the same points for the elevator pitch, the draft, the peer feedback, and the case study presentation. Participation is graded individually. If work is not shared fairly within your group, contact me by email before the affected assignment is due.

Use of AI Tools

Generative AI tools (including tools for text and image generation) may be used as support (e.g., for research, structuring, language editing, or the generation of illustrative images), provided that their use is transparent. AI tools may not substitute the group's own analysis.
Groups must disclose which tools were used and for which work steps (e.g., "tool X was used to revise draft texts stylistically and to suggest chart formats"), and AI-generated images must be credited. The use of fabricated sources, quotations or bibliographies constitutes academic misconduct.

Please, also observe the University of Vienna's guidance on the use of AI in your studies:

https://studieren.univie.ac.at/en/using-ai-in-your-studies/ai-in-your-studies-what-is-permitted/

Schedule & Contents

Date	Contents	
05.10.2026	**Session 1**: Introduction + Group Allocation	
12.10.2026	**Session 2**: Marketing Plan Revision	
19.10.2026	**Session 3**: Elevator Pitch	
25.10.2026 (23:59)	*Submission of draft in Moodle*	
01.11.2026 (23:59)	*Submission of feedback in Moodle*	
08.11.2026 (23:59)	*Submission of presentation of case study in Moodle*	
09.11.2026	**Session 4**: Presentations and discussion of the major case study on the topic: Marketing Environment	
	Group 9	Group 10
16.11.2026	**Session 5:** Presentations and discussion of the major case study on the topic: Consumer Behavior	
	Group 11	Group 12
23.11.2026	**Session 6:** Presentations and discussion of the major case study on the topic: Market Research	
	Group 13	Group 14
30.11.2026	**Session 7:** Presentations and discussion of the major case study on the topic: Market Segmentation and Positioning	
	Group 15	Group 16
07.12.2026	**Session 8:** Presentations and discussion of the major case study on the topic: 4Ps - Product	
	Group 1	Group 2
14.12.2026	**Session 9:** Presentations and discussion of the major case study on the topic: 4Ps - Price	
	Group 3	Group 4
11.01.2027	**Session 10:** Presentations and discussion of the major case study on the topic: 4Ps - Place	
	Group 5	Group 6
18.01.2027	**Session 11:** Presentations and discussion of the major case study on the topic: 4Ps - Promotion	
	Group 7	Group 8
25.01.2027	**Session 12:** Revision and Mini-Quiz	

Registration / Deregistration

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

Literature

Kotler, P., Armstrong, G., & Balasubramanian, S. Principles of Marketing, 19th ed., Global ed., Pearson.

Please observe the rules of proper academic practice when working on the case studies and make sure to cite all sources you use:

https://studienpraeses.univie.ac.at/en/information-on-study-law/safeguarding-good-scientific-practice/