

# EK ABWL – Marketing

WS 2018/19

## Instructor

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Teaching assistant: Daniel Hold

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## Class Times

MO, 7:00-9:00 p.m.

First class: Oct 8, 2018

## Course Objectives

The course is an introductory course in the field of marketing. Its purpose is to provide a general understanding of the process of marketing, its role in business today, strategic marketing decisions, and the major aspects of the marketing mix: product and services planning and development, pricing, marketing communication, and distribution.

After passing this course, you will have gained a solid understanding of the concept of marketing and its role/function in organizations as well as its application in business.

I also hope that this course will get you excited about the fascinating world of marketing.

## Required Readings

Kotler, P./Keller, K./Brady, M./Goodman, M/Hansen, T. (2016). Marketing Management, 3rd edition, Pearson ISBN-13: 9781292093239

Additional material such as lecture slides will be provided on the course website.

## Assessment

Written exam: 100% of course grade

5 ... < 50 %

4 ... ≥ 50 %

3 ... ≥ 62,5 %

2 ... ≥ 75 %

1 ... ≥ 87,5 %

The exam consists of 50 multiple choice questions. There are 4-5 answer choices per question of which only one is correct. The exam will be based on the assigned chapters and the material on the course website. The exam time is 60 min.

The exam takes place on **Jan 28, 2019 at 8:15 p.m.** In order to be admitted to the exam, you need to register via U:SPACE.

Makeup exams will take place in the Spring 2019 term. The dates of these exams will be posted on the website of the Department of Marketing (marketing.univie.ac.at) as well as on U:SPACE. The registration deadlines for the exams are listed on U:SPACE.

## Course Outline

Topic	Chapter	Class Session
<b>Introduction</b>		
Course Opening, Introduction	1, 11	Oct 8, 2018
Marketing Environment	4, 5	Oct 22, 2018
Marketing Research	6	Oct 29, 2018
Consumer Behavior	7	Nov 5, 2018
<b>Strategic Marketing</b>		
Market Segmentation, Targeting, Positioning	10	Nov 12, 2018
Strategic Planning and Marketing Strategy	3, 9	Nov 19, 2018
<b>Marketing Mix</b>		
Product Decisions and Branding	12, 14, 15	Dec 3, 2018
Marketing of Services	20	Dec 10, 2018
Distribution and Channel Management	19	Jan 7, 2019
Marketing Communication	17, 18	Jan 14, 2019
Pricing Strategies	16	Jan 21, 2019
<i>Examination</i>	<i>Jan 28, 2019, 8:15 p.m.</i>	