



VO ABWL Marketing I 040192/1 – 3 ECTS SS 2022

Course Website: <https://international-marketing.univie.ac.at/studies/bachelor-bwibw/courses-ss-2022/>

Instructor

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Office Hours: by appointment

Course Objectives

The course provides an overview of main marketing concepts, techniques and applications. As an introductory course, objectives are (a) to highlight the relevance of marketing in today's economy for management decision-making, (b) to introduce basic marketing concepts and models, and (c) to generate interest to further study the subject at an advanced level.

Prerequisites for the exam

For BW/IBW bachelor students: The STEOP Phase has to be successfully completed.

For EC Principles of Business Administration students: The module "PM1 Introduction to Business Administration" has to be successfully completed.

Course Policies

Both the course and the exams will be held in English.

Although attendance is not compulsory, it is highly recommended to attend the lectures to prepare for the exam.

To access the course material (i.e. ppt slides), please register via u:find for the course using your u:account.

For the exam, you need to register via u:find (<https://ufind.univie.ac.at>)

For the **exam on June 29**, the registration period is May 23, 9am to June 27, 1pm; de-registration is possible by June 27, 1pm at the latest.

For the **exam on September 20**, the registration period is August 1, 9am to September 18, 1pm; de-registration is possible by September 18, 1pm at the latest.

A third/forth exam date will be offered mid/end of the Winter Term 2022/23.

Schedule

Lectures will be held **hybrid on Tuesdays, 09:45-11:15 am** starting on March 1st, 2022.

The course format will be explained in the first session on March 1st.

| Session | Topic | Reading Chapters Jobber/Ellis- Chadwick, ed. 8/9 | Date |
|-----------------|---|--|---------------------|
| 1 | Introduction: What Is Marketing? | 1 | March 1, HS 6 |
| 2 | 3Cs: Consumers | 3 | March 8, digital |
| 3 | 3Cs: Competitors | 19 | March 15, HS 6 |
| 4 | 3Cs: Company | 2 | March 22, digital |
| 5 | Marketing Research | 6 | March 29, HS 6 |
| 6 | Market Segmentation + Targeting | 7 | April 5, digital |
| 7 | 4Ps: Product Strategy | 8 | April 26, digital |
| 8 | 4Ps: Product Portfolio Management | 20 | May 3, HS 6 |
| 9 | 4Ps: Market Communication | 13 + 14 | May 10, digital |
| 10 | Case Study | | May 17, HS 6 |
| 11 | Guest Talk | | May 31, HS 6 |
| <i>optional</i> | <i>Reserve this date for make ups in case of cancelled sessions</i> | | <i>June 8/15/22</i> |
| 12 | Final exam: Wednesday, June 29, 11:30, HS 1, HS 6, HS 14 | | |

Assessment

The course assessment is based on an exam, which will be based on the textbook (see chapters indicated in the schedule table) *and* material covered in the lectures.

Exam Format:

The exam comprises 50 single-choice questions.

Scoring: Each correct answer will score 1.00 point; each wrong answer will result in -0.33 deduction; questions not attempted will score 0 points.

Grading System: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1.

Successful completion of this course is a prerequisite for attending ABWL Marketing II. Students who fail must repeat the *exam at one of the additional dates offered in the next terms. No alternative formats of assessment will be offered.*

Literature

The required text is **Jobber & Ellis-Chadwik, D. (2019): *Principles and Practice of Marketing, 9th edition***, McGraw-Hill (ISBN-13: 978-152-684-7232). Students who already own the 8th edition, can also use the latter in this course (note: some chapter numbers have changed from Edition 8 to 9, please double check).

This book contains the essential reading for each topic which, for maximum benefit, should be done prior to attending the relevant session.