

## VO ABWL Marketing I | SS2023

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Information about the course

### Course details

3.00 ECTS | attendance not mandatory | Course format: hybrid | Language: English

[Course 040192](#)

**Course instructor:** [Privatdoz. Dr. Christina Sichtmann](#)

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### Target audience

This course is aimed in particular at students of the Bachelor's degree in Business Administration or International Business Administration who already completed the *StEOP*.

This course is also open to exchange students that have already successfully completed a basic marketing course at their home university.

### Objectives & Content

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 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>)

## 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.*

## Dates & content

Session	Topic	Reading Chapters Jobber/Ellis-Chadwick, ed. 8/9	Date
1	Introduction: What Is Marketing?	1	07.03.2023 09:45-11:15 HS 6
2	3Cs: Consumers	3	14.03.2023 digital
3	3Cs: Competitors	19	21.03.2023 09:45-11:15 HS 6
4	3Cs: Company	2	28.03.2023 digital
5	Guest Talk		18.04.2023 digital
6	Marketing Research	6	25.04.2023 digital
7	Market Segmentation + Targeting	7	02.05.2023 09:45-11:15 HS 6
8	4Ps: Product Strategy	8	09.05.2023 09:45-11:15 HS 6

9	4Ps: Product Portfolio Management	20	16.05.2023 digital
10	4Ps: Market Communication	13 + 14	23.05.2023 digital
11	Case Study		06.06.2023 09:45-11:15 HS 6
<i>optional</i>	Reserve this date for make ups in case of cancelled sessions		13.06.2023 digital
<b>13</b>	<b>Final exam: Tuesday, 27.06.2023, HS 6</b>		

## 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.

## Registration/De-registration

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