



UK ABWL Marketing II | 2023S

Information about the course

Course details

3.00 ECTS | Continuous assessment of course work | attendance mandatory | Course format: offline (on site) | max. 50 participants | Language: English

[Course 040138/3](#)

Course instructor: [Dr. Maria Gabriela Montanari](#)
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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 ABWL Marketing I.

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 seeks to apply key marketing concepts acquired in the ABWL Marketing I 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*, *Marketing Implementation and Control*, and *Marketing and Ethics*.

Prerequisites

Successful completion of ABWL Marketing I. It is therefore NOT possible to complete ABWL Marketing I and ABWL Marketing II in the same semester.

A special note for all exchange students: You also CANNOT complete ABWL Marketing I and ABWL Marketing II 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 March 6th, 2023.

Course policies

By registering for this course you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams, etc.).

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 *March 10th*. Students who decide to drop the course after this deadline will be graded with 5 (failed).

As 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 “failed” grade.

It is absolutely essential that all registered students attend the first session on March 6th 2023 (Introduction/Vorbesprechung) as failure to do so will result in their exclusion from the course. Students should also regularly check our homepage for any changes in dates/times or locations.

Course structure

The first part the course (sessions 1-6) consists in group projects and presentations based on an application of the key marketing concepts acquired in the ABWL Marketing I course to real life companies and brands. The second part of the course (sessions 7 -13) are theoretical sessions which introduce new marketing topics.

Assessment

The total performance of the course participants includes the following partial performances:

Group presentation (team grade)	30 %
Midterm exam	25 %
Final Exam	45 %

The **group presentations** will involve groups of 5/6 students. The same grade will be awarded to all students of the same group. All group members have to contribute and participate in the presentation and later discussion.

The **midterm exam** will be based on the material covered in the student presentations (Sessions: 2, 3, 4, 5, 6). Therefore, it is essential that you study the corresponding chapters and actively participate in the presentations.

The **final exam** will be based only on the new topics covered by the instructors in the second half of the course (Sessions: 7, 9, 10, 11, 12). The relevant material includes the corresponding book chapters as well as everything that has been covered in the lectures. The final exam will be held in class.

The assessment of the overall performance of the participants is determined as follows:

- 1 ≥ 80 %
- 2 ≥ 70 %
- 3 ≥ 60 %
- 4 ≥ 50 %
- 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).

Dates & content

Monday 15:00 -16:30 – HS 10

Unit		Content	Chapters (Jobber)
1	Mo 06.03.2023	Introduction	
2	Mo 20.03.2023	Marketing Environment & Competitive Analysis <i>Group 1 and Group 2</i>	2, 18 & 19
3	Mo 27.03.2023	Consumer Behavior & Marketing Research <i>Group 3 and Group 4</i>	3 & 6
4	Mo 17.04.2023	Segmentation, Targeting, Positioning <i>Group 5 and Group 6</i>	7
5	Mo 24.04.2023	Advertising & Promotion: <i>Group 7 and Group 8</i>	13 & 14
6	*Mo 08.05.2023	Brand Strategy: <i>Group 9 and Group 10</i>	8 & 20
7	*Mo 15.05.2023	Business to Business Marketing	4 & 10
8	Tu 16.05.2023	Midterm exam – HS14 -15:00	
9	Mo 05.06.2023	Services Marketing	9
10	Mo 12.06.2023	International Marketing	21
11	Mo 19.06.2023	Marketing Implementation and Control	22
12	Mo 26.06.2023	Marketing and Ethics	5
13	Th 29.06.2023	Final exam – HS4 – 13:15	

*HS 9

Literature

The required textbook is:

Jobber, David and Fiona Ellis-Chadwick (2019): Principles and Practice of Marketing, 9th Ed., McGrawHill (ISBN 978-1-5268-4723-2).

Registration/De-registration

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