



UK ABWL Marketing II 040024/1 – 3 ECTS WS 2021/22

Course Website: <https://international-marketing.univie.ac.at/studies/bachelor-bwibw/courses-ws-202122>

Instructors

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Course Objectives

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 *Ethical Marketing*.

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 October 10th, 2021.

Course Policies

Both the course and the final exam will be held in English. The course has “prüfungsimmanenten Charakter”, therefore attendance is compulsory throughout the semester (see also Admission and Attendance Policies on our homepage); more than *three* absences will automatically result in a “fail” grade.

Students wishing to take this course must register via U:SPACE (with points) during the registration period. 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.). The maximum number of participants is 50. Registered students who, for whatever reason, are not able to take the course must de-register electronically.

The latest date by which this course can be dropped without penalty is 15th October 2021. Students who decide to drop the course after this deadline will be graded with 5 (failed).

It is absolutely essential that all registered students attend the first session (Introduction/Vorbesprechung) on Wednesday, 6th October 2021, 15:00-16:30, as failure to do so will result in their exclusion from the course.

Given the “prüfungsimmanenten Charakter” of the course, students must be present in the online sessions with their cameras and microphones on (the latter only when necessary or requested).

Teaching Method

Sessions 2 - 6 from 20/10/2021 to 17/11/2021 will be based on group presentations. Each group – formed by five students – has to prepare **one presentation** on a given market/company (see below). Students will have to apply theoretical frameworks taught in ABWL Marketing I in order to propose relevant solutions and/or recommendations to the case at hand. Each session will focus on the same marketing topic and will include two group presentations dealing with a different case. Each presentation is limited to 25 minutes and will be followed by questions and discussion from the instructor and the audience.

Note: All presentations have to be done using Power Point (or a similar program) and *every group member has to present*. Absent or not presenting group members without prior confirmation from the course instructor will be graded with zero points. **Presentation topics and guiding questions will be assigned in the first session!**

The second half of the course (Sessions from 24/11/2021 to 19/01/2022) will consist of lectures covering new marketing topics such as *services marketing*, *business-to-business marketing*, etc. The detailed schedule is presented below:

Schedule

Sessions will be held on **Wednesdays, 15:00-16:30 digital**, unless otherwise stated. The final exam will be held on location, subject to COVID19 restrictions.

Session	Date	Topic	Chapters (Jobber)
1	06/10	Introduction	
2	20/10	Marketing Environment & Competitive Analysis: <i>Zalando (Gr. 1) – Lenovo (Gr. 2)</i>	2, 18 & 19
3	27/10	Consumer Behavior & Marketing Research: <i>Watches (Gr. 3) – Chocolate (Gr. 4)</i>	3 & 6
4	03/11	Segmentation, Targeting, Positioning: <i>Emirates (Gr. 5) – Tik Tok (Gr. 6)</i>	7
5	10/11	Advertising & Promotion: <i>Nike (Gr. 7) – Apple (Gr. 8)</i>	13 & 14
6	17/11	Brand Strategy: <i>Mariott (Gr. 9) – Playstation (Gr. 10)</i>	8 & 20
7	24/11	Business to Business Marketing	4, 10 & 15
8	Midterm Exam: Friday, 26 th November 2021, 10:00, HS 1 and HS 14, OMP1		
9	01/12	Services Marketing	9
10	09/12*	International Marketing	21
11	15/12	Marketing Implementation and Control	22
12	12/01	Marketing, Ethics and Society	5
optional	19/01	No scheduled course. Book the date for potential rescheduling!	
FINAL EXAM	Wednesday, 26 th January 2022, 15:15 HS 1 and HS 14, OMP1		

* Lecture is on Thursday, 15:00-16:30 online

Assessment

Performance in the course will be assessed as follows:

Group Presentation (Team grade)	30 pt.
Midterm Exam (Sessions 2-6)	25 pt.
Final Exam (Sessions 7-12)	45 pt.
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Total Points (Max)	100 pt.

The **group presentations** will involve groups of 5 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.

In order to pass the course, students need to achieve 50 percent or more of the total points (incl. group presentation, midterm exam, and final exam). The grading system is as follows: 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.

Students who fail the course must repeat the entire course (and must register in the usual way next time the course is offered).

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).

Further information will be given in the Introduction/Vorbesprechung session!