



Course Outline | Marketing Spring Program 2020

IMC University of Applied Sciences Krems &
WU (Vienna University of Economics and Business)



Overview	The Marketing Spring Program is intended to provide insights into the emerging trends and challenges in applied marketing, including a realworld tourism marketing project.
Locations	IMC University of Applied Sciences Krems WU (Vienna University of Economics and Business)
Faculty	Margit Kastner (WU Vienna) Guest speakers from the industry Christian Maurer (IMC University of Applied Sciences Krems) Claudia Bauer-Krösbacher (IMC University of Applied Sciences Krems) Guest speakers from local businesses (TBA)
Language of instruction	English
Course level	Undergraduate
ECTS credits	6 ECTS credits
Contact hours	50 teaching units (á 45 minutes)
Duration of the program	2 weeks

Content of the course

Marketing refers to planning, coordination and monitoring of all activities geared towards meeting customers' current and future needs. This requires a detailed understanding of consumer behaviour, various marketing tools, as well as creative approaches to developing products and services. Innovative marketing strategies are the key to a company's success, especially in the tourism sector. This sector is changing rapidly due to its link to many other aspects of life such as IT, environment, politics, transportation, or society. In order to succeed in this industry, tourism companies must recognize upcoming trends and issues as well as the role of tourists' behavior. Therefore, this course focuses on how effective marketing tools support marketing decisions. We will not only discuss different trends, concepts, challenges and the role of experience design in marketing, but also encourage students to apply the theoretical concepts in a real-world project.

Learning outcomes

Upon completion of this course, students will be able

- to understand various tools and methods for marketing planning
- to critically analyze and solve marketing-related problems
- to plan, develop, and pilot an applied marketing project
- to present confidently various research findings to diverse audiences, and
- to work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

Prerequisites and/or admission requirements

Application requirements for the Marketing Spring Program are current enrollment in an undergraduate study program in the fields of business administration and excellent English language skills. The program is open to WU Vienna and IMC Krems students as well as to students from WU Vienna or IMC Krems international partner universities.

Program format

The course includes a combination of different methods such as interactive lectures, class discussions, group project (field study), computer exercises, student presentations, and visits/excursions to selected tourism companies.

Pre-course assignment

In order to prepare for this course and the accompanying project, a short literature review is required. This means that each student must find, read, and summarize 3 scientific articles on the subject of "potential and challenges of river cruise tourism" published between 2013 and 2020. For the submission, a template with detailed information will be sent out 4 weeks before the deadline at the latest. Submission deadline of the review is early May 2020. Students must bring along the articles in printed or electronic form. More details about the pre-course assignment will be sent out to all participating students.

Course content

Week 1: Location: VIENNA	Day 1 (18 th May)	<ul style="list-style-type: none"> • Welcome • Introduction to the project • Understanding marketing challenges
	Day 2 (19 th May)	<ul style="list-style-type: none"> • Understanding your customers
	Day 3 (20 th May)	<ul style="list-style-type: none"> • Workshop with excursion
	Day 4 (21 st May)	<ul style="list-style-type: none"> • Project work
	Day 5 (22 nd May)	<ul style="list-style-type: none"> • Creating customer experience
Week 2: Location: KREMS	Day 6 (25 th May)	<ul style="list-style-type: none"> • Understanding the relationship of society and tourism
	Day 7 (26 th May)	<ul style="list-style-type: none"> • Workshop with excursion
	Day 8 (27 th May)	<ul style="list-style-type: none"> • Understanding digital marketing
	Day 9 (28 th May)	<ul style="list-style-type: none"> • Workshop with excursion
	Day 10 (29 th May)	<ul style="list-style-type: none"> • Presentation of real-world tourism marketing project • Farewell

Criteria for successful completion of the course and assessment

• **Individual assessment criteria:**

20% - pre-course assignment

• **Group assessment criteria:**

50% - project work

30% - presentation

To successfully pass this course, your computed percentile final grade needs to exceed 60%.

Please note:

This is an intensive course, meaning that a lot of material will be covered during a very short period of time. Thus, be prepared to work intensively throughout the program. Students' attendance and punctuality are mandatory in all classes, except in cases of illness. Each student is expected to actively contribute to class discussions and to the project group activities.