



FACT SHEET | Marketing Spring Program 2020

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



Facts

The **Marketing Spring Program** will take place from **May 18 until May 29, 2020**, and builds on the faculty's expertise of IMC University of Applied Sciences KREMS and WU (Vienna University of Economics and Business). For two weeks a group of **international bachelor students**, from IMC's and WU's international partner institutions, will jointly attend this intensive short program and work together on a real-world marketing project. During **week one** students will be in **Vienna**, while in **week two** the program takes place in **KREMS**. The program also includes social and cultural activities in Vienna and KREMS with the aim of offering both a high quality **academic and intercultural experience** for the participants.

The academic program will be taught by a team consisting of **lecturers from WU and IMC:**
[Margit Kastner \(WU Vienna\)](#)
[Christian Maurer \(IMC KREMS\)](#)
[Claudia Bauer-Krösbacher \(IMC KREMS\)](#)

The participants will have the opportunity to learn how effective marketing tools support marketing decisions, especially when applying the theoretical concepts in a **real-life project**. Students are expected to efficiently coordinate with the other students and to actively contribute to the project work for the duration of the program.

The program also includes **sightseeing & cultural activities**, ranging from a city tour to a vine tavern visit (Heuriger), as well as social events. The aim is to give visiting students a taste of Austrian and European culture while providing opportunities for networking and socializing.

Credits & Contact Hours

Credits: 6 ECTS-credits
Contact hours: 50 teaching units (á 45 minutes)

Participating students will receive a certificate with a grade for this program. The final grade will be based on the group project work and on the students' individual course performance (including pre-assignments and participation in class).

Dates

Program dates: May 18 to May 29, 2020
Arrival days: Saturday/Sunday

Nomination deadline for IMC partner universities: February 15, 2020

Application Requirements

Application requirements for the Marketing Spring Program are current enrollment in an undergraduate program in business studies, excellent English language skills and the official nomination for the program by a WU Vienna or IMC Krems partner university.

Nomination & Application

Students should be nominated by the nomination deadline on **February 15, 2020**. For this purpose, IMC Krems will provide a nomination form.

After nomination, students will be asked to fill out an **online application form** and upload all necessary supporting documents (CV and letter of motivation). The link to the online application form will be sent to nominated students via email by the program manager.

Program Fee

Students do not pay tuition fees for the program; however, a participation fee to cover program services is required (details in following section).
To give students the flexibility to also arrange accommodation for themselves, applicants can opt for a program package either with or without accommodation:

Program fee without accommodation: EUR 500

Recommended in Krems is [arte hotel](#) (4* category) or [STUWO](#) (student dormitory). This option can be booked directly on their website with the promocode: **"IMC WU Spring School"** until **March 16, 2020**. Recommendations for Vienna follow.

Services

The program fee includes...

Transport/logistics: Public transport ticket in Vienna Transfer to Krems Course materials
Lunch on lecture days

Cultural events: Sightseeing tours in Vienna and Krems; A cultural event in Vienna: Vienna State Opera (subject to availability); a cultural event near Krems: a trip to Wachau (subject to availability)

Social events: Welcome reception; International cultural evening; evening at Viennese wine tavern; Farewell reception

Students have access to the **campus infrastructure**, including **WiFi** on campus and the **university's libraries**.

Contact Information

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IMC University of Applied Sciences Krems
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