

## Marketing Spring Program 2022

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

<b>Quick facts</b>
<p>The <b>Marketing Spring Program</b> will take place in from <b>May 16 until May 27, 2022</b> and builds on the faculty's expertise of WU (Vienna University of Economics and Business) and IMC University of Applied Sciences Krems.</p> <p>For two weeks a group of <b>international bachelor students</b>, from WU's and IMC's international partner institutions, as well as regular <b>WU and IMC students</b>, will jointly attend this intensive short program and work together on a real-world marketing project.</p> <p>The participants will have the opportunity to learn how effective marketing tools support marketing decisions, especially when applying the theoretical concepts in a <b>group project</b>. Students are expected to efficiently coordinate with the other students and to actively contribute to the project work for the duration of the program.</p> <p>The program includes an <b>enrichment program</b> with the aim of offering both a high quality <b>academic and intercultural experience</b> for the participants.</p> <p>We plan to offer the Marketing Spring Program on-site in Austria, on WU's and IMC's Campuses in Vienna and Krems. The program includes <b>social and cultural activities</b>, ranging from a city tour to a wine tavern visit (<i>Heuriger</i>), 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.</p>
<b>Academic team</b>
The academic program will be taught by a team consisting of <b>lecturers from WU and IMC</b> .
<b>Credits &amp; contact hours</b>
<p><b>Credits:</b> 6 ECTS credits  <b>Contact hours:</b> 50 contact hours (à 45 min each)</p> <p>Participating students will receive a WU 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-course assignments and active participation in class).</p>
<b>Dates</b>
<p><b>Program dates:</b> May 16 to May 27, 2022          Latest day of arrival: Sunday, May 15, 2022          Earliest day of departure: Saturday, May 28, 2022</p> <p><b>Nomination Deadline:</b> February 28, 2022</p>
<b>Application requirements</b>
<p>Application requirements for the Marketing Spring Program are</p> <ul style="list-style-type: none"> <li>- <b>current enrollment in an undergraduate program in business studies,</b></li> <li>- <b>excellent English language skills and</b></li> <li>- <b>official nomination for the program by a WU Vienna or IMC Krems partner university.</b></li> </ul>
<b>Nomination and application</b>
<p>Students should be nominated by the <b>nomination deadline on February 28, 2022</b>. For this purpose, WU will provide a nomination form. Please note that the program has a limited number of spots. Therefore, nominations should be sent to WU/IMC as soon as possible.</p> <p><b>After nomination</b>, students will be asked to fill out an <b>online application form</b> and upload all necessary supporting documents (CV and letter of motivation) by the application deadline. The link to the online application form will be sent to nominated students via email by the program manager.</p>

## Program fee and services

Students do not pay a tuition fee for the program. However, we charge a fee to cover program services. To give students the flexibility of choice, applicants are asked to book the accommodation on their own.

<b>Program fee:</b>	<b>€ 515 (to be confirmed)</b>
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The program fee includes:

**Logistics:**

Course materials  
Lunch on lecture days

**Cultural events:**

City tour in Vienna and Krems  
A cultural event in Vienna  
A cultural event in Krems

**Social events:**

Welcome and farewell reception  
International cultural evening

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

## Accommodation

IMC Krems as well as WU Vienna will provide all students with accommodation options. However, participants are not bound to these suggestions. They can choose further accommodation options in Vienna as well as in Krems. The program also allows for commuting between Vienna and Krems on a daily basis.

## Contact information

**Contact WU Vienna:**

Christina Kampe  
International Office, WU Vienna  
  
Tel.: +43 1 31336 4314  
Email: [christina.kampe@wu.ac.at](mailto:christina.kampe@wu.ac.at)

**Contact IMC UAS Krems:**

Doris Molnar, Bianca Braun  
International Welcome Center  
  
Tel.: +43 2732 802 – ext 526 or 263  
Email: [welcome@fh-krems.ac.at](mailto:welcome@fh-krems.ac.at)

## Website

[Marketing Spring Program](#)