

Business



University of  
Applied Sciences

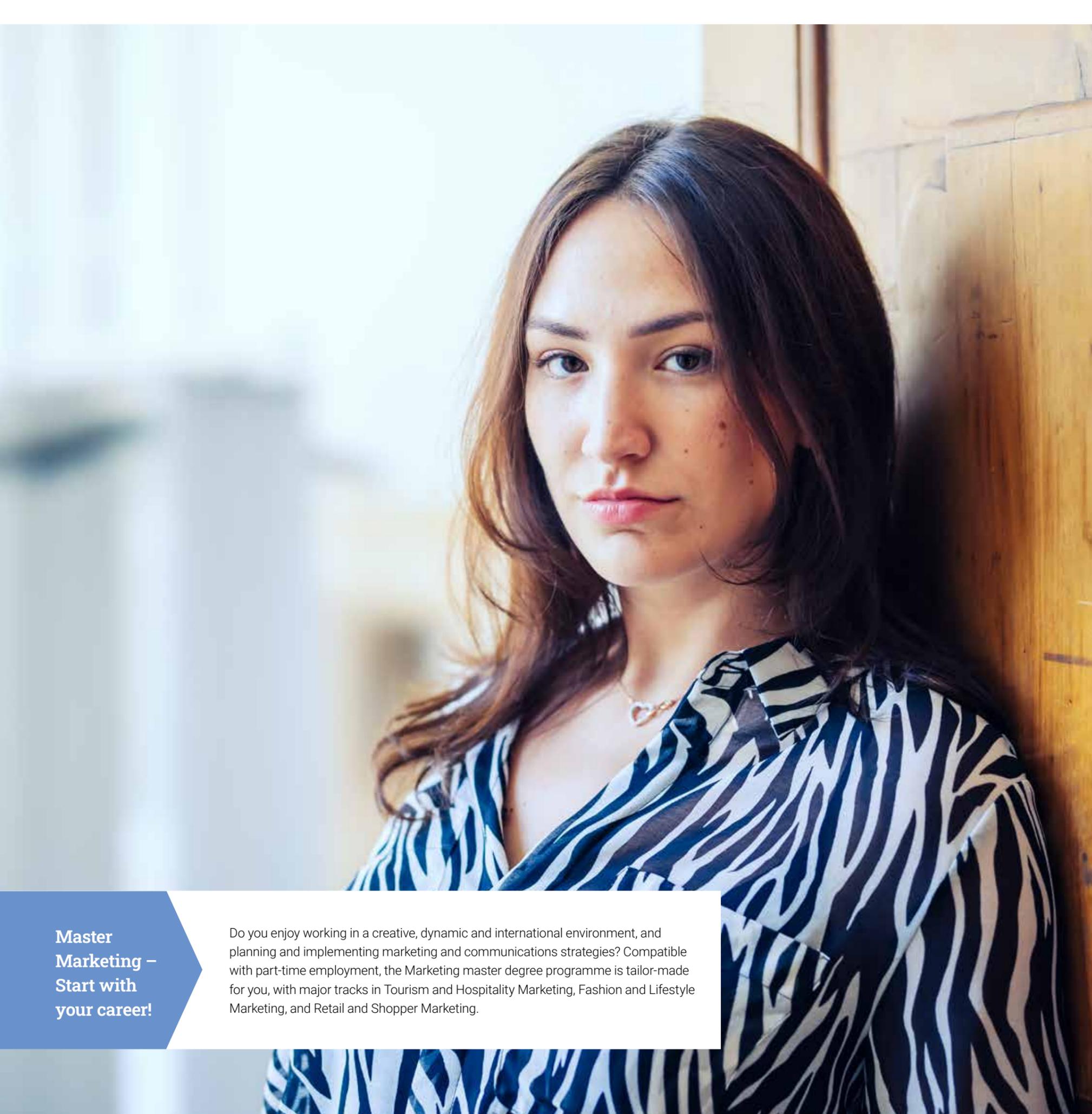
MASTER

# Marketing

Three major tracks:

- Tourism and Hospitality Marketing
- Fashion and Lifestyle Marketing
- Retail and Shopper Marketing

[www.imc.ac.at](http://www.imc.ac.at)



**Master  
Marketing –  
Start with  
your career!**

Do you enjoy working in a creative, dynamic and international environment, and planning and implementing marketing and communications strategies? Compatible with part-time employment, the Marketing master degree programme is tailor-made for you, with major tracks in Tourism and Hospitality Marketing, Fashion and Lifestyle Marketing, and Retail and Shopper Marketing.

## At a glance



### Full-time

The full-time programme is employment-friendly. The courses always take place from Mondays to Wednesday.



### English

The language of instruction is English. This prepares you for your international career in a multi-cultural environment.



### Four semesters

The degree programme lasts two years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).



### Admission

An undergraduate degree programme in a relevant business discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (level C1).



### Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

# Highlights

Marketing management includes planning, implementing, and monitoring of all corporate activities geared towards meeting customers' current and future needs. This demands a detailed understanding of consumer behaviour, online and offline marketing channels, as well as creative approaches to developing products and services. Artificial Intelligence and behavioural analytics support market research and the creation of marketing campaigns.

## A programme tailored to your passion

The major tracks offered in the first and second semester provide you with expert knowledge to jump start your career and increase your employability. You choose one specialisation that matches with your professional objectives.

## Tourism and Hospitality Marketing

This is the elective for you if you are interested in planning and implementing marketing and management measures at tourism destinations, accommodation providers, event or consulting agencies, or similar service providers. You will analyse the latest tourism-related developments, and tourism's significance for the local community. In the tourism industry, there is a long-standing emphasis on deploying information and communication technologies to optimise business processes (such as bookings, customer relationship management, and digital marketing) and enhancing the customer experience.

## Fashion and Lifestyle Marketing

This elective is the ideal choice for anyone interested in fashion and lifestyle brands, and looking to find out more about positioning strategies and brand management in the fashion and luxury goods sector. You will look at international fashion and lifestyle trends, as well as methods and processes used in planning collections. This elective gives you the skills required to take on various positions, including product, communications, merchandising, brand and store manager, purchaser and many more.

## Retail and Shopper Marketing

If your aim is to build up in-depth knowledge of retail marketing, with a focus on optimising retail performance, this is the right elective for you. The focus is on designing stores and store processes, such as point-of-sale design and e-commerce. The target is to create a unique shopping experience for customers across a multitude of channels. This elective will put you in a position to assume responsibilities in a wide range of roles, including as a retail marketing manager, sales representative, as well as e-commerce, channel, supply chain or key account manager.

## Tip

Mobility Window in Semester 4: The programme does not include a compulsory internship or exchange semester. However, in semester 4 students can either complete an internship with an employer of their choice or spend an exchange semester at one of our more than 50 partner universities (e.g., Germany, Italy, France, Spain, Korea, Japan, Mexico).

# Curriculum

Semester I	CH	ECTS
<b>MARKETING MANAGEMENT</b>		
Strategic Brand Management	2	3
Location Development	2	3
<b>UNDERSTANDING AND INFLUENCING CONSUMERS</b>		
Consumer Behaviour and Neuroscience	2	4
Methods for Market Research	2	4
<b>INTEGRATED MARKETING COMMUNICATIONS</b>		
Advertising and Public Relations	2	4
Digital Marketing	2	4
<b>SPECIALISATION TRACKS I: FASHION &amp; LIFESTYLE MARKETING</b>		
International Fashion and Lifestyle Marketing Trends	2	4
Store Concepts and Design	2	4
<b>SPECIALISATION TRACKS I: TOURISM &amp; HOSPITALITY MARKETING</b>		
Global Tourism Perspectives	2	4
Tourism, Culture and Society	2	4
<b>SPECIALISATION TRACKS I: RETAIL &amp; SHOPPER MARKETING</b>		
International Retail Principles	2	4
Operations and B2B Relationships	2	4

Semester II	CH	ECTS
<b>MARKETING ANALYTICS</b>		
Data-driven Marketing	2	4
Artificial Intelligence and Predictive Marketing	2	4
<b>DIGITAL SKILLS I</b>		
Development Tools for Web and Mobile Apps	2	4
The Art of Visual Marketing	2	4
<b>PERSONAL BRANDING AND LEADERSHIP</b>		
Building your Personal Brand	2	3
Communication Skills of Leadership	2	3
<b>SPECIALISATION TRACKS II: FASHION &amp; LIFESTYLE</b>		
Fashion Marketing and Collection Planning	2	4
Marketing of Fashion and Luxury Brands	2	4
<b>SPECIALISATION TRACKS II: TOURISM &amp; HOSPITALITY MARKETING</b>		
Tourism Experience Marketing	2	4
Digital Transformation in Tourism	2	4
<b>SPECIALISATION TRACKS II: RETAIL &amp; SHOPPER MARKETING</b>		
E-Commerce Business Models	2	4
Shopper Marketing and Omnichannel Retailing	2	4

## FULL-TIME

Semester III	CH	ECTS
<b>MARKETING STRATEGY IMPLEMENTATION</b>		
Budgeting and Performance Management for Marketers	2	3
Internet Law and Data Privacy	2	3
<b>DIGITAL SKILLS II</b>		
Influencer Marketing and Social Media	2	3
Content Creation and Storytelling	2	3
<b>RESEARCH METHODS</b>		
Research Seminar	2	4
Behavioural Analysis Tools	2	3
<b>SPECIALISATION TRACKS III: FASHION &amp; LIFESTYLE MARKETING</b>		
Innovation and Project Management	2	3
Marketing Strategy Capstone Project	2	8
<b>SPECIALISATION TRACKS III: TOURISM &amp; HOSPITALITY MARKETING</b>		
Innovation and Project Management	2	3
Marketing Strategy Capstone Project	2	8
<b>SPECIALISATION TRACKS III: RETAIL &amp; SHOPPER MARKETING</b>		
Innovation and Project Management	2	3
Marketing Strategy Capstone Project	2	8

Semester IV	CH	ECTS
<b>ETHICS AND CSR IN MARKETING</b>		
Ethics and CSR in Marketing	2	2
<b>ACADEMIC COACHING COLLOQUIUM</b>		
Academic Coaching Colloquium	1	2
<b>MASTER THESIS</b>		
Master Thesis	0	22
<b>MASTER EXAM</b>		
Master Exam	0	4

CH: Contact Hours

\* Students choose one major track.

Subject to possible alterations.

## Certifications

In addition to your master degree, this study programme enables you to receive two internationally recognised person certificates issued by the Austrian Standards Organisation, namely the „Online Marketing Manager“ and the „Social Media Manager“. No additional courses or exams to the programme curriculum are required to obtain the certificates.





## Career options

After graduating, you have excellent career prospects. Potential fields of work include: brand manager, business development manager, channel manager, consultant, destination manager, e-commerce manager, event manager, key account manager, cultural venue manager, marketing manager, retail marketing manager, location manager, store manager, supply chain manager, travel manager

## A very personal story

LINDA POLÁKOVA COMES FROM SLOVAKIA AND LIVED IN MADRID, LONDON, AMSTERDAM, BANGKOK AND VIENNA FOR SOME TIME. AFTER HAVING GRADUATED FROM BUSINESS ADMINISTRATION, SHE NOW ATTENDS THE MASTER PROGRAMME IN MARKETING SPECIALISING IN FASHION AND LIFESTYLE.

### Fashion and marketing

I decided to attend the master course in Marketing because I wanted to specialise in the field of business that I am highly passionate about. As I have been involved in the fashion world as a model, I was curious to see the industry from the other side. Also, I was satisfied with the way of studying at IMC Krems and wanted to stay in Austria.

### Modern aspects of marketing

The highlights of my studies are: Digital Marketing, where we learn about current tools and technologies which streamline the marketing efforts in the ever-changing environment. Internet Law and Data Privacy gives us an overview of the legal side of activities, which needs to be considered when working as marketers. In Strategic Brand Management, we work on a real-life case of launching a fragrance on the Austrian market. I profit most of all

from courses which directly apply the theory we learn during class to practice. Also, discussions in class are highly beneficial as I become more confident in presenting my ideas and opinions whilst being able to listen and learn from others.

### Master is different from bachelor

It was surprising that even though I completed the bachelor degree at IMC Krems, the master studies are a different experience. Now people in class know what they want to do, are motivated and willing to face challenges.

My plan for the future is to find a job which I look forward to waking up to and which allows me to support myself financially. I am open to various industries and would like to focus on digital marketing. I want to either stay in Austria or move back to the Netherlands. I am also aiming to improve my German and feel more confident talking.

# IMC. It's all in me.

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## Accreditations



## Memberships

