

Master of Science (MSc) Marketing



“Personality is about not relying on the applause of the crowd. And marketing is all about personality. All of today’s major brands were created by great personalities. One of WU’s strengths is that it not only imparts knowledge, but also creates real marketing personalities. I know, because I’ve met some of them.”

HERMANN SIMON, CHAIRMAN AND FOUNDER,
SIMON-KUCHER & PARTNERS, STRATEGY AND
MARKETING CONSULTANTS



Welcome to WU

DEAR PROSPECTIVE STUDENTS,

Marketing is an extremely exciting field of study. Dramatic economic and technological developments have changed the way we obtain information, make decisions, and interact with each other as well as with companies. Data available from interactive online media, social networks and user-generated content greatly impact contemporary marketing activities. Marketing experts have to understand these changes and the way they affect strategies for new product development, digitalisation, CRM, management of big data, branding, and other marketing efforts.

Our program prepares you for this challenging environment. It is internationally oriented, has a strong practical focus, and it develops your communication and creative skills. Graduates benefit from experiential and project-based teaching formats that impart the essential skills for a successful career in marketing. Our program is the ideal choice for students who wish to obtain both practical qualifications and solid methodological and conceptual knowledge in customer-focused management.

We expect our students to have an outstanding academic record and to embrace international mobility. They should have strong analytical and conceptual skills, an interest in analyzing practical issues, and in translating their findings into operational marketing plans. Our faculty's close links with corporate partners offer excellent opportunities for our students to put their learning experience into practice during company projects and internships.

I am looking forward to welcoming you to our program!

Christina Holweg

Program Director Marketing



MSc Marketing

AT A GLANCE

Duration	2 year, full-time degree program
Credits	120 ECTS credits (incl. 20 ECTS credits for the master thesis)
Language of instruction	English
Degree awarded to graduates	Master of Science (WU), optional Bocconi double degree (5 slots)
Start	Every winter semester
Capacity	Up to 60 students per academic year
Application	Rolling admissions starts in September 2019
Contact	msc.marketing@wu.ac.at



Contents and Structure

The program focuses on the technical, analytical, and creative skills required to satisfy customer needs profitably and sustainably for both companies and the community.

ESSENTIAL TO SUCCESS

Marketing is essential to success in any business or non-profit organization, due to its focus on both the customer and the company's objectives. Our master program recognizes the dynamic and technologically innovative nature of contemporary marketing activities. It combines cutting-edge theory and practical applications to provide graduates with the knowledge and skills for creating, communicating, and delivering value to customers through customized products and services in a profitable and sustainable way. Because marketing is not only about intuition and creativity, graduates will also acquire hard skills in marketing research, business analytics, and decision making.

The program provides students with a solid understanding of marketing concepts and management tools, but it also focuses on developing the practical transfer skills they need in today's competitive and globalized marketing environment. This is achieved by using a balanced mix of practical and project-based active learning elements.

“The MSc Marketing program enables and empowers its students to expand their knowledge and hone their skills both in the classroom and in real-world business settings. The unique collection of professors, who are leaders in their respective fields, have developed an interactive and comprehensive curriculum, which provides a well-rounded perspective of the various aspects of marketing today and demonstrates how these aspects are interrelated. The diversity of students contributes greatly to making each class a creative and cooperative collection of stimulating ideas, while striking the perfect balance between theoretical backgrounds and practical implications. This program has equipped me with the tools necessary to succeed and distinguish myself in both academic and business settings.”

Callie Jordan, MSc Marketing alumna





FIRST YEAR

In the first year, students develop their core knowledge and skills. They learn how effective marketing builds on a thorough understanding of how to create value for customers. The courses offered concentrate on a solid grounding in customer-focused management, consumer behavior, marketing metrics, and marketing research tools, as well as important strategic and operational aspects of marketing. Furthermore, students will explore the links between their first-year subjects as well as those of marketing with other business functions.

Our faculty has the highest academic standards and uses appropriate teaching methods to create a stimulating and highly practical learning environment, drawing upon their direct contacts to the business community and real world research activities. Students are encouraged to do an internship during the summer break to put their first-year learning experience into practice and to help clarify their own capabilities and goals.

SECOND YEAR

The second year of the program supports students' individual development by allowing them to customize their studies through increased flexibility and a choice of marketing electives. Students can choose four courses of the following elective subject areas*:

- › Retail and Sales Management
- › Service Marketing and Customer Relationship Management
- › Advanced Topics in Marketing Management
- › International Marketing Management
- › Advanced Topics in Marketing Communication and Consumer Behavior
- › Marketing Project Management
- › Interactive Marketing and Social Media
- › B2B Marketing

By choosing electives in their third semester, students can acquire additional qualifications for careers in marketing specialist or executive functions, or for careers in academics or marketing management consulting. If students do an exchange semester instead, they can attend courses in all fields of business administration at one of WU's prestigious partner universities.

Our students conclude their studies with a business project-oriented or research-oriented master thesis. The thesis writing process is supported by comprehensive training in project management and extensive coaching by our faculty.



* Please note that the electives offered are subject to change



PROGRAM STRUCTURE¹

1st semester

The Role of Marketing in a Knowledge-Based Society	Customer-Centric Management	Marketing Research Design and Analysis	Global Marketing Strategy	Consumer and Buyer Behavior	Presenting or Negotiating in a Foreign Language
2.5 ECTS	7.5 ECTS	7.5 ECTS	5 ECTS	5 ECTS	5 ECTS

2nd semester

Marketing Communications	New Product Development and Brand Management	Marketing Engineering and Marketing Models	Marketing Metrics and Performance Measurement	Personal Skills ²
7.5 ECTS	7.5 ECTS	5 ECTS	5 ECTS	5 ECTS

3rd semester

Elective subject areas ³ : › Retail and Sales Management › Service Marketing and Customer Relationship Management › Advanced Topics in Marketing Management › International Marketing Management › B2B Marketing › Marketing Project Management › Interactive Marketing and Social Media › Advanced Topics in Marketing Communication and Consumer Behavior		Advanced Marketing Research Methods	Double Degree with Bocconi University (5 slots)
Choice of 4 courses (5 ECTS credits each) ⁴		5 ECTS	

4th semester

Marketing and Society Interface	Master Thesis	Marketing Study Project
5 ECTS	20 ECTS	7.5 ECTS

¹ For details see: wu.at/marketing

² e.g., Leadership Communication, Excel Advanced

³ Please note that the electives offered are subject to change

⁴ Instead of the electives, students who do an exchange semester can attend 20 ECTS of courses in any field of business administration at the partner university abroad

International Orientation

The MSc Marketing program is characterized by its strong international orientation. It is built upon an international student body, and a faculty which is internationally oriented both in terms of teaching standards and academic outreach. In addition to that, about half of our students study abroad in their third semester.

Gaining international experience and acquiring cross-cultural knowledge are important features of our program. In order to encourage international mobility, we offer our students various exchange options in the third semester. Selected students are offered the opportunity to join a double degree program with Università Commerciale Luigi Bocconi (Milan, Italy). Students also have the opportunity to spend a semester abroad at one of WU's over 130 prestigious partner universities on graduate level.

For a complete list please visit the website of WU's International Office:
wu.ac.at/io/en

EXCHANGE OPPORTUNITIES

DOUBLE DEGREE PROGRAM (SECOND ACADEMIC YEAR)

PARTNER SCHOOL

Università Commerciale Luigi Bocconi

COUNTRY

Italy

unibocconi.eu

EXCHANGE TERM (3rd SEMESTER)

WU PARTNER SCHOOLS

Over 130 well-known partner universities;
for more information see: **wu.ac.at/io/en**

COUNTRY

Worldwide



Program Faculty

The program's research-minded faculty members integrate academic rigor with a teaching approach that trains students to critically reflect on and analyze practical marketing-related business problems.

CORE FACULTY

DEPARTMENT OF MARKETING

Nadia Abou Nabout, Interactive Marketing and Social Media, Marketing Study Project

Brigitte Bojkowszky, Global Marketing, Branding & Retailing Strategies

Pascal Güntürkün, Personal Skills, B2B Marketing, Marketing Study Project

Christina Holweg, Program Director; The Role of Marketing in a Knowledge-Based Society, Marketing Metrics and Performance Measurement, Retail and Sales Management, Marketing Study Project

Ulrike Kaiser, New Product Development and Brand Management

Bernadette Kamleitner, Consumer and Buyer Behavior, Marketing Communications, Marketing and Society Interface, Marketing Study Project

Margit Kastner, Developing and Implementing Marketing Strategies

Michail Kokkoris, Consumer and Buyer Behavior

Aikaterini Makri, Global Marketing Strategy

Elfriede Penz, Marketing Study Project

Thomas Reutterer, Marketing Engineering and Marketing Models, Service Marketing and Customer Relationship Management, Marketing Study Project

Bodo Schlegelmilch, Global Marketing Strategy

Peter Schnedlitz, Marketing Study Project

Martin Schreier, Customer-Centric Management, Advanced Topics in Marketing Management, Marketing Study Project

Barbara Stöttinger, International Marketing Management

Nils Wlömert, Marketing Research Design and Analysis

PROGRAM MANAGEMENT

Astrid Oberhumer, Program Manager



Qualification Profile and Career Prospects

Using an innovative blend of conceptual, experiential, and project-based teaching methods, the program prepares future marketing specialists and executives for mastering the challenges of today's customer-focused management.

Our students acquire the skills to structure, to analyze, and to manage complex marketing problems by using decision making tools and business analytics. They are also trained to apply their solid theoretical, methodological, and empirical knowledge in specialized areas of marketing.

As a graduate of our program, you will have career opportunities in a variety of organizations, such as

- › **Multinational companies:** Your knowledge in the diverse fields of marketing enables you to work as a specialist or executive in a variety of departments of major companies. Typical roles include brand or product manager, market research analyst, new product manager, customer relationship manager, sales manager, or marketing communications manager.
- › **Small and medium-sized enterprises:** You will be able to assume all responsibilities for sales, marketing, advertising, promotions, and public relations.
- › **Consulting firms:** The program prepares you to provide expertise in a variety of disciplines and industries, helping companies to improve their strategic position.
- › **Research centers and educational institutions:** Specializing in research-oriented courses will give you the necessary skills to launch an academic career in the exciting and challenging field of marketing.

“Zino Davidoff once claimed: ‘I didn’t do marketing – I just loved my customers’. He knew that it takes the right attitude to create a superbrand. Despite Davidoff’s tongue-in-cheek comment, his brand’s rise to fame is a testimonial to the success of effective marketing. Managing brands in today’s dynamic business environment requires the perfect combination of attitude and professional expertise. WU’s MSc program in Marketing provides tomorrow’s top marketing professionals with up-to-date knowledge and cutting-edge skills.”

**Günther Tengel, Managing Partner
of Amrop Jenewein, Chairman Amrop CEE**



Program Application Criteria

Before being admitted to the program, candidates are subject to a comprehensive selection process. We are looking for ambitious, highly motivated students with outstanding qualifications and excellent social skills.

The following requirements apply to the MSc in Marketing program:

ONLINE APPLICATION

The first step in the admission process is the online application. To be considered for further evaluation by the selection committee, applicants have to meet several minimum requirements, including:

- › A bachelor degree or other equivalent degree from a recognized Austrian or foreign post-secondary institution worth at least 180 ECTS credits. At least 45 ECTS credits have to be earned by passing exams in the field of business administration.
- › Proof of achievement potential: The GMAT (Graduate Management Admission Test) is obligatory for all applicants except WU alumni. Applicants who have received their bachelor degree from WU can submit their weighted grade point average (GPA) in combination with an academic letter of recommendation instead of the GMAT. However, the GMAT is highly recommended for WU alumni as well.

For further and more detailed information on the application requirements and the admission process, please visit the program's website at **[wu.at/marketing](https://www.wu.at/marketing)**



Application and Admission to WU

Selection procedures apply for all English-taught MSc programs. WU employs a rolling admissions policy with three priority deadlines.

APPLICATION

To keep quality standards high, all of WU's English-taught MSc programs have a limited number of places available and a comprehensive selection process is in place. The first step is an online application. WU's rolling admissions policy allows students to apply from the beginning of September until spring and gives students the opportunity to apply early and secure a place in the WU program of their choice. The three priority deadlines are October 8th, January 8th, and March 8th (March is not applicable for International Management/CEMS). The specific selection process varies by program.

PROFICIENCY IN ENGLISH

Applicants must provide proof that they have a sufficient command of the English language, e.g. TOEFL 100, IELTS 7.0, CAE Certificate in Advanced English, English as a first language, or a full English-taught bachelor's program (at least 3 years) or master's program (at least 2 years).

ADMISSIONS

Successful applicants who have received an admission offer must enroll in person at WU's Admissions Office.

Detailed information on the admission requirements and the application procedures for the English-taught master's programs is available online: wu.at/application-guide





ACADEMIC CALENDAR

At WU, the academic year is divided into two semesters. The winter semester starts in October and ends in February. It is followed by the summer semester, which runs until the end of June. Summer break is in July, August, and September. All English-taught master's programs start in the winter semester.

Detailed information on enrollment deadlines and WU's academic calendar can be found on the WU website at [wu.at/academic-calendar](https://www.wu.ac.at/academic-calendar)

TUITION FEES

No tuition fees apply for EU, EEA, and Swiss citizens during the standard duration of their program (plus two extra semesters). All those exceeding the standard duration, however, are required to pay a tuition fee of approximately €360 per semester. Non-EU students are required to pay €727. Under certain circumstances, the same regulations that apply to EU, EEA, and Swiss citizens may apply to other students as well.

To find out more, please see [wu.at/fees](https://www.wu.ac.at/fees)

SCHOLARSHIPS

WU offers two financial aid programs that provide need-based and merit-based scholarship grants.

For further information, please contact WU's Study Regulations Office: [wu.at/study-service](https://www.wu.ac.at/study-service)

For other scholarship options, visit the Austrian Database for Scholarships and Research Grants (OeAD) at: [grants.at/en](https://www.grants.at/en)

ORGANIZING YOUR STUDIES AT WU

› Getting started

WU offers comprehensive information for international students on its website.

› Housing

International students coming to Vienna can choose from various housing options.

› Online services

A wide selection of online services is available to students on WU's website [wu.ac.at](https://www.wu.ac.at) and WU's learning and information portal **LEARN**.

› The Austrian Students' Union at WU

The Austrian Students' Union (ÖH) represents the interests of all WU students and offers them a wide spectrum of services.

› Student jobs at WU

WU students have many opportunities to actively participate in student and campus life. They may, for instance, choose to become course tutors, join one of our academic units as student staff members, or get involved with the Students' Union.

› Centrally located

WU is easily accessible by public transportation, and only a few minutes away from the city center.

WU Key Data

2018/19

Students

Total students (2018/19 winter semester)	22,016 (48% women)
International students (2018/19 winter semester)	6,023 (49% women)
Incoming exchange students	~1,000 per year
Outgoing exchange students	~1,000 per year

Faculty and Staff¹

Total faculty ²	497 (50% women)
Administrative staff	513 (85% women)
Total	1,147 (64% women)

Campus Resources

Premises Campus WU	100,000 m ²
Premises Library	
Total floor space	7,200 m ²
Volumes	~658,400

International

Partner universities	~240
Courses in English	~450/Semester

Graduate-Programs

German-taught master's programs

- › Business Education
- › Business Law (LL.M.)
- › Export and Internationalization Management
- › Finance and Accounting
- › Management
- › Socioeconomics
- › Taxation and Accounting

German-taught doctoral/PhD programs

- › Doctoral Program in Business Law (Dr. iur.)
- › Doctoral Program in Social and Economic Sciences³
- › PhD in Economic and Social Sciences³

English-taught master's programs

- › Economics
- › Information Systems
- › International Management/CEMS
- › Marketing
- › Quantitative Finance
- › Socio-Ecological Economics and Policy
- › Strategy, Innovation, and Management Control
- › Supply Chain Management

English-taught doctoral/PhD programs

- › PhD in International Business Taxation
- › PhD in Finance

¹⁾ full-time equivalents in 2018

²⁾ not including personnel funded by third parties

³⁾ English track available

English-Taught Master's Programs

Duration: 4 semesters; full-time programs;
120 ECTS credits; degree awarded: MSc (WU)

PROGRAM DETAILS

Economics

- › Focus on analyzing economic policy and business problems with state-of-the-art theories and methods
- › Applied Track and Science Track
- › 11 areas of specialization, many attractive international partner programs.

Information Systems

- › Focus on IT-related knowledge with a particular emphasis on management and research topics
- › Students acquire skills ranging from system analysis to system implementation
- › Based on state-of-the-art research

International Management/CEMS

- › Joint program: MSc (WU) and CEMS MIM degrees
- › Focus on international strategy and cross-cultural management
- › Internship abroad, business project, and exchange semester

Marketing

- › Focus on customer-oriented management concepts, marketing research, and decision tools
- › Qualifications for marketing specialist/executive positions, academic careers & advanced management consulting with a wide choice of marketing electives
- › Double degree with University Bocconi (5 slots)

Quantitative Finance

- › Focus on building strong quantitative skills coupled with a solid knowledge base of the underlying theory of finance
- › Students can choose between an Industry Track or a Science Track
- › Strong networks and links to the finance industry

Socio-Ecological Economics and Policy

- › Focus on socioeconomic analysis of sustainability issues
- › Students choose two of four concentration areas in the fields of Environment, Population, Multi-Level Policy, and Social Policy

Strategy, Innovation, and Management Control

- › Optional double degree in cooperation with selected partner schools
- › Focus on all major aspects of organizational leadership, as well as corporate development and strategic management
- › Case studies, business projects, and exchange semester

Supply Chain Management

- › Focus on design and analysis of supply chains for focal companies
- › Management and coordination of global supply chains
- › Learn to measure, evaluate, and control the quality of supply chain processes
- › Discussions of recent issues in SCM with industry experts

For further details see:
[wu.at/master-en](https://www.wu.at/master-en)

WU International

WU is a truly international university. It has recognized the necessity of thinking beyond Austria's borders early on. The international outlook of WU's teaching and research activities is a number one priority.

CONFIRMED QUALITY

Becoming one of the world's top business and economics universities has always been a high priority at WU. With its prestigious international accreditations, WU has achieved this goal. Fewer than 1% of universities worldwide can claim triple accreditation by EQUIS, AACSB, and AMBA, the three most well-respected accreditation agencies. WU is one of only six universities in the German-speaking world to belong to this exclusive group of schools.

WU is also a member of respected associations like CEMS (Global Alliance in Management Education), an alliance of 32 top business schools and more than 70 of the world's leading multinational companies ([cems.org](https://www.cems.org)), and PIM (Partnership in International Management), a network of 65 highly renowned business schools and universities around the globe ([pimnetwork.org](https://www.pimnetwork.org)).

RANKINGS

International ratings like the Financial Times Ranking have repeatedly positioned WU and its programs among the top universities in its field, and document WU's continuous progress each year ([rankings.ft.com](https://www.rankings.ft.com)).

STUDY AROUND THE GLOBE

WU has successfully integrated many international aspects in its research and teaching over the past few years. WU maintains a strong international network with around 240 partner universities all over the world, 130 of them offering exchange places for master students. Today WU is involved in numerous externally funded international research projects and has increased the number of its faculty members with international backgrounds, especially over the last few years.

INTERNATIONAL STUDENTS

As a result of these efforts, WU has a high percentage of international students: Today, more than one out of every four WU students comes from outside of Austria (not including exchange students). More than 110 nations are represented in WU's student population, with the majority of international students coming from countries in Europe. Together with around 1,000 exchange students, they contribute to the international and diverse atmosphere at WU.



Living in Vienna

Vienna is consistently ranked the city with the world's highest quality of living according to Mercer's Quality of Living Ranking.

HOUSING

WU has no on-campus dormitories or housing services. Still, international students can choose from various housing options:

› Student dormitories:

WU cooperates with the OeAD Housing Office to guarantee a limited number of places in student dormitories (housing.oead.at/en). Other providers include: [stuwo.at](https://www.stuwo.at), [wihast.at](https://www.wihast.at), [akademikerhilfe.at](https://www.akademikerhilfe.at), [milestone.net](https://www.milestone.net), [linked-living.com](https://www.linked-living.com)

› Private accommodation:

WU recommends [housinganywhere.com](https://www.housinganywhere.com), a peer-to-peer platform for finding private student apartments.

WORKING IN VIENNA

WU's ZBP Career Center is the first place to go for any questions regarding working in Austria ([zbp.at](https://www.zbp.at)).

- › Job openings for students, graduates and young professionals
- › Approx. 3,000 job vacancies per year
- › Approx. 1,800 CV checks, coachings and career advice

Please note that good German language skills are often required for jobs or internship positions in Vienna, both at local and international companies.

LIVING COSTS

Life in Vienna is quite affordable, especially for a capital city

Housing
approx. €400–600 per month

Health insurance
approx. €60 per month

Essentials (food, personal expenses)
approx. €300 per month

Public transportation
approx. €150 per semester

Books
approx. €75–150 per semester

Communications
approx. €15–30 per month

Entertainment
approx. €50–150 per month



University of the Future

Internationalism, innovation, diversity – Campus WU is the concrete realization of WU's vision for a modern university. The fundamental principles of the architecture reflect the values and ideas we cherish at WU.

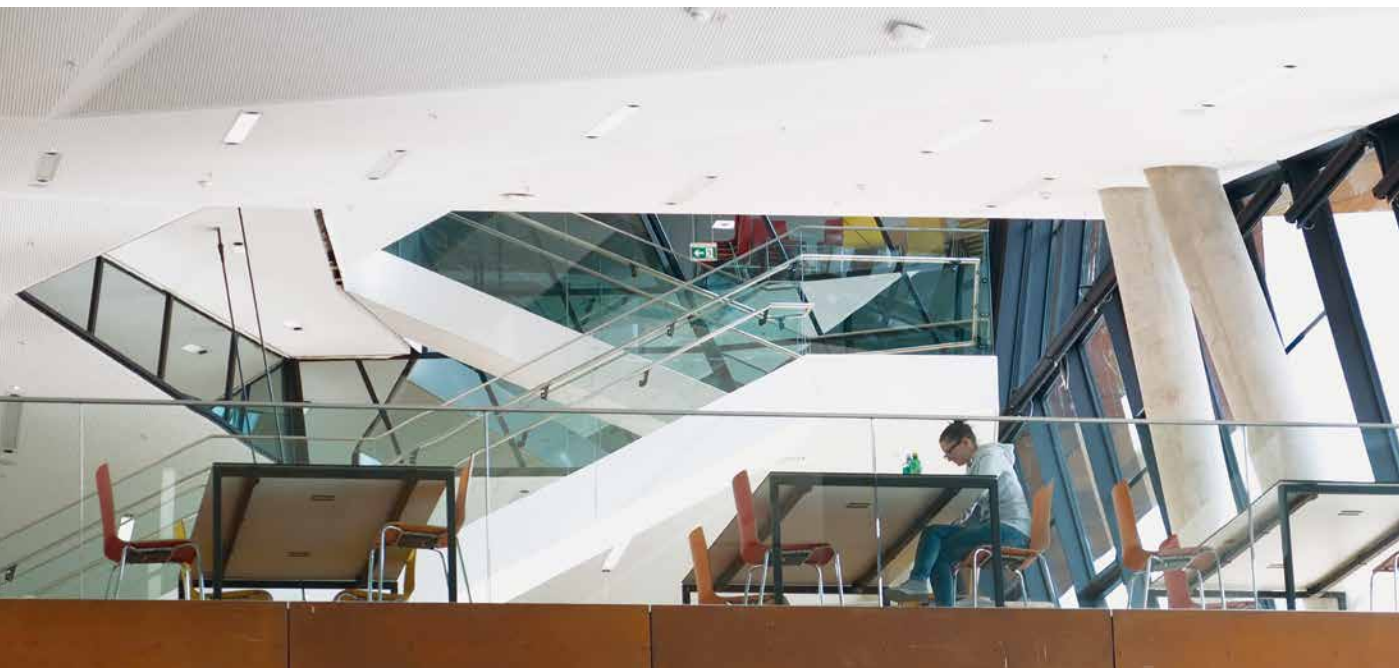
In October 2013, WU relocated to an impressive new campus in Vienna's 2nd district. As a public institution, WU is aware of its responsibility, and built its campus in an economical, ecological, and socially sustainable manner. We have not only constructed new buildings, but in the process we have also given concrete realization to our ideas of what the university of the future should look like. The campus is more than just a place for academic research and teaching and learning practical skills; it is also designed to create a new space for social, cultural, and political life.

The imposing Library & Learning Center (LC), designed by the Iraqi-British architect Zaha Hadid, is a testament to the central importance of research and teaching at WU. The Library & Learning Center is surrounded by six building complexes, including the Teaching Center, which houses most of WU's auditoriums. The Teaching Center is intended mainly for bachelor's degree students, while

the master's degree programs are taught primarily in the individual department buildings. The Executive Academy building is the home of continuing education and life-long learning programs. In this way, the various buildings and their functions reflect the three tiers of teaching and learning represented by the Bologna Process.

WU's department-based organizational structure was also a contributing factor. In its former location, various academic units were scattered across the district. Now they have been brought together in five department buildings, making life much easier for both students and faculty.

The campus infrastructure features auditoriums with state-of-the-art teaching equipment, including digital whiteboards. There are 3,000 student workplaces, located not only in areas intended for individual study, but also in project rooms that can be booked by teaching staff and





students alike. They cater to different needs by providing quiet spots for focused academic work as well as opportunities for work on group projects in communication-friendly study areas.

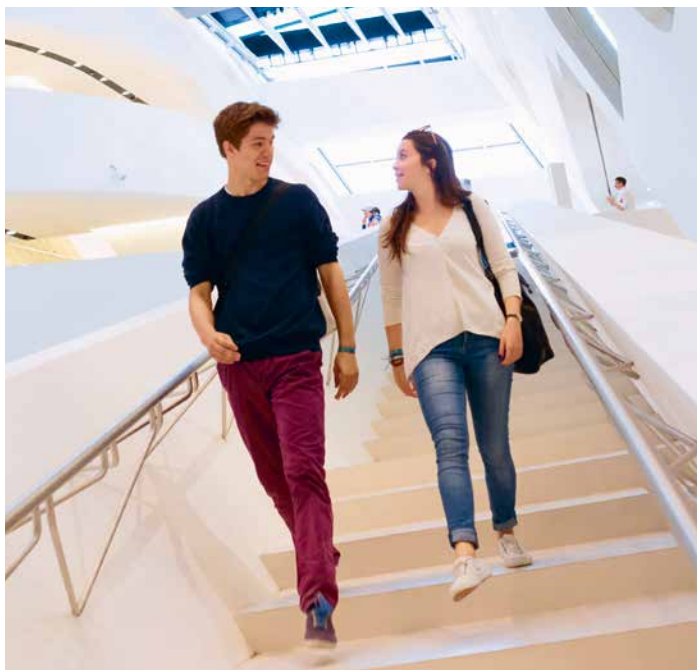
The campus provides an environment for WU students and staff that encourages productive work and communication. Not only the buildings themselves, but also the surrounding grounds offer plenty of opportunities for communication and meeting people. 55,000 m² of Campus WU's total surface area of 90,000 m² is open, publicly accessible space. Fences or barriers would contradict our vision of an open campus.

Visitors and area residents are more than welcome on Campus WU. The campus offers not only food for thought, but also restaurants, cafés, and shops, all in a stimulating architectural environment.

The campus is not only architecturally outstanding, the entire complex was also designed in accordance with "green building" principles. Much of the required energy is obtained using geothermal energy from groundwater, and "green IT" systems capture the heat from server facilities and recycle it back into the buildings' energy supply.

Another key feature of Campus WU is barrier-free accessibility. All auditoriums are specially equipped for people with disabilities, all areas are designed to be wheelchair accessible, and the campus also features a tactile guidance system for the visually impaired.

We have not only made sure to comply with all relevant legal guidelines, but we have also drawn on experience gained from best practice examples. WU aims to play a pioneering role – in all respects.



Information and contact

To find out more about the Master's Program in Marketing, please visit
wu.at/marketing

For further questions please contact:
Astrid Oberhumer, Program Manager
msc.marketing@wu.ac.at

Academic Director of the Master's Program in Marketing:
Christina Holweg



WU (Vienna University of Economics and Business)
Welthandelsplatz 1, 1020 Vienna, Austria
wu.ac.at

Arriving by public transport:
Subway: U2 stations "Messe-Prater" or "Krieau"
Bus: 82A, "Südportalstraße" stop