

CURRICULUM

FOR THE MASTER PROGRAM IN MARKETING

AT WU VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

On December 7, 2011, pursuant to the Federal Act on the Organization of the Universities and their Studies, the Universities Act 2002 (Universitätsgesetz 2002), as published in the Federal Law Gazette (Bundesgesetzblatt, BGBl.) I No. 120/2002 as amended, the Senate of WU Vienna University of Economics and Business approved the following resolution of the Committee for Academic Programs dated November 29, 2011, on the Curriculum for the Master Program in Marketing.

§ 1 Objectives

The Master Program in Marketing provides students with a blend of both research-driven and professionally-oriented understanding of a customer-focused mindset of organizations and their interactions with stakeholders.

Building on a bachelor or other first degree in a relevant discipline, this Master Program provides students with the academic qualifications and skills required to develop strategic marketing plans in a dynamic business environment and to translate these strategies into concrete operational marketing programs on both an international and a local level. Students are also provided with the necessary knowledge to structure, to analyze, and to solve complex marketing problems by using powerful analytical and decision support tools based on various theoretical perspectives of the relevant decision environment. The combination with a rich set of practical-oriented teaching formats warrants that graduates of the Master Program in Marketing have acquired comprehensive qualifications to apply a solid theoretical, methodological, and empirical background in specialized areas of the diverse field of marketing.

The Master Program in Marketing provides professional training particularly for:

- Students who wish to obtain not only immediate practical qualifications but also solid methodological and conceptual skills, qualifying them for specialist positions in diverse fields of marketing and/or executive positions in leading national and international organizations.
- Students who wish to obtain the necessary prerequisites for further academic work (in particular, within PhD or doctoral programs) with the prospective to become (future) members of the research and teaching staff at universities and/or other research facilities.

After completing the degree program, graduates should have acquired the necessary skills to:

- gain a comprehensive understanding of substantive issues and to critically discuss current scientific work in the field of marketing
- reflect on marketing problems from various theoretical and methodological perspectives and to translate this knowledge into real-world marketing decision problems in practice
- think and plan strategically as well as to transform marketing strategies into operational marketing programs
- adequately structure, model, and systematically solve practically relevant marketing issues
- develop new products and to manage the value of brand(s) to the company and to potential customers
- communicate even complex issues and problem cases understandably and appropriately to both experts and laypeople
- become experts in a selection of specialized fields in marketing.

In addition, graduates who wish to qualify for an academic or an advanced marketing management consulting career should be able to:

- analyze and solve complex marketing problems by using different qualitative and quantitative analytical tools and decision support systems
- collect, analyze and interpret empirical consumer data to provide a well-founded basis for marketing decision-making
- apply up-to-date methods and marketing models for the development and evaluation of marketing actions

Graduates, who wish to qualify for specialist and/or executive functions should have acquired the skills to:

- employ marketing tools and techniques and effectively apply them to real world negotiations
- work constructively in teams and participate proactively in interactive problem-solving processes
- organize, monitor, and help to implement marketing projects

§ 2 Admission Requirements

The prerequisite for admission to the Master Program in Marketing is the successful completion of a bachelor degree program or a university of applied sciences (Fachhochschule) bachelor program or an equivalent first-degree program in a relevant discipline at a recognized post-secondary educational institution in Austria or abroad. Admission to the Master Program in Marketing is regulated by a selection procedure pursuant to § 64 (6) of the Universities Act 2002.

§ 3 Classification, Structure, Total Credit Hours and ECTS

(1) The Master Program in Marketing is a degree program in social and economic sciences within the meaning of § 54 (1) of the Universities Act 2002.

(2) The 4-semester Master Program in Marketing is made up of 120 ECTS credits and 40 credit hours. The master thesis is worth 20 ECTS.

(3) The Master Program in Marketing will be held entirely in English.

§ 4 Types of Examinations

The examination types indicated in this curriculum are defined in the examination regulations of WU Vienna University of Economics and Business Administration. This Curriculum, together with the Exam Regulations, forms a curriculum pursuant to § 25(1) item 10 of the Universities Act 2002.

§ 5 Courses and Examinations

(1) The Master Program consists of the following courses and examinations in the required/compulsory subjects:

<i>Course title</i>	<i>ECTS</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Customer-Focused Management (15 ECTS)</i>			
Customer-Centric Management	7.5	3	PI*
Consumer and Buyer Behavior	7.5	3	PI
<i>In Marketing Research and Planning Techniques (25 ECTS)</i>			
Marketing Research Design and Analysis	7.5	3	PI
Marketing Engineering and Marketing Models	5	2	PI
Advanced Marketing Research Methods	5	2	PI
Marketing Study Project	7.5	3	PI
<i>In Strategic and Instrumental Aspects of Marketing (22.5 ECTS)</i>			
Strategic Marketing in a Globalized Economy	5	2	PI
Marketing Metrics and Performance Measurement	5	2	PI
New Products Development and Brand Management	7.5	3	PI
Marketing Communications	5	2	PI
<i>In Marketing Responsibilities in Organizations and Society (7,5 ECTS)</i>			
The Role of Marketing in a Knowledge-Based Society	2.5	1	PI
Marketing and Society Interface	5	2	PI
<i>In Project Management, Foreign Language, and Personal Skills (15 ECTS)</i>			
Marketing Project Management	5	2	PI
Presenting or Negotiating in a Foreign Language	5	2	PI
Personal Skills	5	2	PI

* PI = prüfungsimmanent, class with continuous assessment of student performance

(2) In the course of the Master Program in Marketing, two electives with continuous assessment of student performance (PI) worth at least 7.5 ECTS credits and 3 credit hours each must be completed. The elective courses must be associated with the following subjects:

1. Retail and Sales Management
2. Service Marketing and Customer Relationship Management
3. Advanced Topics in Marketing Management
4. International Marketing Management
5. Advanced Topics in Marketing Communication and Consumer Behavior

(3) The Vice-Rector for Academic Programs and Student Affairs shall, in consultation with the Academic Director responsible for the program in question, determine the specific courses to be offered as electives, with regard to curricular issues, and submit them to the Committee for Academic Programs. The Committee for Academic Programs is entitled to revoke the Vice-Rector's decision in its subsequent meeting with regard to curricular matters and determine a course program itself. The finalized course program is to be published in the bulletin (Mitteilungsblatt) of WU Vienna University of Economics and Business in a timely manner. In the event of changes, to protect the interests of those students who had justifiably relied on being able to complete their examinations according to the previously valid regulations, the Vice-Rector for Academic Programs and Student Affairs shall provide for adequate transitional measures and submit these to the Committee for Academic Programs. The Committee for Academic Programs is entitled to revoke the Vice-Rector's decision in its subsequent meeting and may instead determine transitional provisions itself.

§ 6 Specific Requirements for Admission to Courses and Examinations

(1) The successful completion of the compulsory subjects "Customer-Centric Management", "Consumer and Buyer Behavior", "Marketing Research Design and Analysis" as well as "Marketing Engineering and Marketing Models" are the prerequisite for admission to the course "Advanced Marketing Research Methods".

(2) The successful completion of the compulsory courses "Customer-Centric Management", "Customer and Buyer Behavior", "Marketing Research Design and Analysis" as well as "Marketing Engineering and Marketing Models" are the prerequisite for admission to the courses in the elective subjects.

(3) The successful completion of the compulsory course "Advanced Marketing Research Methods" is the prerequisite for admission to the course "Marketing Study Project".

§ 7 Studies Abroad

In the course of the preliminary decision procedure, when reviewing a student's study program for his/her planned studies abroad, it should be ensured that the courses to be attended at the university abroad are related to the overall context of the Master Program in Marketing.

§ 8 Master Thesis

(1) Students must submit a master thesis worth 20 ECTS credits.

(2) In their master theses, the students have to demonstrate their ability to independently handle a topic relevant to the applied or basic marketing research community with the help of advanced academic research methodology.

(3) The topic of the master thesis is to be chosen from one of the subjects of the Master Program in Marketing. The students will be entitled to select the topic from a number of suggestions made by the available supervisors. Apart from that, § 33 of the Bylaws of the WU Vienna University of Economics and Business Administration applies.

§ 9 Completion of the Master Program

After a student has successfully completed all required examinations and the master thesis, a certificate will be issued evidencing the successful completion of the Master Program in Marketing.

§ 10 Academic Degree

Graduates of the Master Program in Marketing will be awarded the academic degree "Master of Science (WU)", abbreviated as "MSc (WU)".

§ 11 Entry into Force

(1) This Curriculum shall enter into force on October 1, 2012.

(2) This Curriculum shall replace the curriculum for the Master Program in Marketing pursuant to the resolution of the Committee for Academic Programs dated November 9, 2006, July 10, 2008, May 14, 2009, and May 10, 2011, approved by the Senate on November 15, 2006, July 11, 2008, May 27, 2009, and May 18, 2011.