

Master of Science (MSc) Marketing



WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

EFMD
EQUIS
ACCREDITED

“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 the MSc in Marketing Program

Marketing is all about studying, analyzing, and managing businesses from a customer's point of view.

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, CRM, branding, and other marketing efforts.

Our program prepares you for this challenging environment. It is internationally oriented and has a strong practical focus. 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!

Thomas Reutterer
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 double degree
Start	Every winter semester
Capacity	Up to 60 students per academic year
Application	Rolling admissions start in September 2014
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 student)



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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, and marketing research tools, as well as important strategic and instrumental 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 participate in 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 three of the following electives*:

- › Retail and Sales Management
- › Service Marketing and Customer Relationship Management
- › Interactive and Digital Marketing
- › Advanced Topics in Marketing Management
- › International Marketing Management
- › Advanced Topics in Marketing Communication and Consumer Behavior

By fine-tuning their program, students can aim for qualification as a marketing specialist or executive, or for a career in academics or marketing management consulting. Our students conclude their studies with a business project-oriented or research-oriented master thesis. The latter is supported by comprehensive training in project management and extensive coaching by our faculty. In the second year, our flexible curriculum allows students to attend courses abroad at one of WU's prestigious partner universities.

* Please note that the electives offered are subject to change



PROGRAM STRUCTURE*

1 st 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

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

3 rd semester		
Electives: › 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	Advanced Marketing Research Methods	Marketing Project Management
Choice of 3 (5 ECTS credits each)	5 ECTS	5 ECTS

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

* For details see: wu.ac.at/master/en/marketing

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.

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 second year. Selected students are offered the opportunity to join a double degree program with Università Commerciale Luigi Bocconi (Milan, Italy) or a strategic partnership

program with BI Norwegian Business School (Oslo, Norway). Students also have the opportunity to spend a semester abroad at one of WU's over 100 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	COUNTRY	
Università Commerciale Luigi Bocconi	Italy	www.unibocconi.eu

EXCHANGE TERM (3rd SEMESTER)

STRATEGIC PARTNER SCHOOL	COUNTRY	
BI Norwegian Business School	Norway	www.bi.edu

EXCHANGE TERM (3rd SEMESTER)

WU PARTNER SCHOOLS	COUNTRY	
Over 200 well-known partner universities; for more information see: wu.ac.at/io/en/	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

Huiying He, Marketing Research Design and Analysis

Christina Holweg, Retail and Sales Management

Ulrike Kaiser, Customer-Centric Management, New Product Development and Brand Management

Bernadette Kamleitner, Consumer and Buyer Behavior, Marketing Communications, Advanced Topics in Marketing Communication and Consumer Behavior, Marketing and Society Interface, Marketing Study Project

Margit Kastner, Marketing Engineering and Marketing Models

Birgit Löhndorf, Marketing Engineering and Marketing Models

Thomas Reutterer, Program Director; The Role of Marketing in a Knowledge-Based Society, Marketing Research Design and Analysis, Service Marketing and Customer Relationship Management, Advanced Marketing Research Methods, Marketing Study Project

Bodo Schlegelmilch, Global Marketing Strategy, Marketing Study Project

Peter Schnedlitz, Marketing Metrics and Performance Measurement, Retail and Sales Management, Marketing Study Project

Martin Schreier, Customer-Centric Management, New Product Development and Brand Management, Advanced Topics in Marketing Management, Marketing Study Project

Barbara Stöttinger, International Marketing Management

DEPARTMENT OF MANAGEMENT

Martina Huemann, Marketing Project Management

DEPARTMENT OF FINANCE, ACCOUNTING AND STATISTICS

Sylvia Frühwirth-Schnatter, Advanced Marketing Research Methods

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:** Particularly if you specialize by choosing research-oriented courses, you will have 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)

Admissions Criteria

To ensure high quality standards, a selection committee consisting of faculty members will thoroughly review all submitted applications and invite only the best-qualified students to enroll in the program.

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.ac.at/master/en/marketing](https://www.wu.ac.at/master/en/marketing)



Application and Admissions at WU

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

APPLICATION

The rolling admissions policy allows students to apply from the beginning of September until spring. Submitted applications are batched and processed according to so-called priority deadlines. This means that the processing of applications submitted after a particular priority deadline will be delayed until after the next deadline. The first step in the application process is an online application. To keep quality standards high, all of WU's English-taught MSc programs are open to only a limited number of students. For this reason, all applicants are subject to a comprehensive selection process.

PROFICIENCY IN ENGLISH

Applicants must provide proof that they have a sufficient command of the English language (e.g. TOEFL 600/250/100, IELTS 7.0, CAE Certificate in Advanced English, English as a mother tongue, or a bachelor degree with English as language of instruction).

ADMISSIONS

Students selected for admission must come to WU's Admissions Office in person to enroll. Detailed information on the documents required are available online: wu.ac.at/prospective/en/admission/international





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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 vacation is in July, August, and September. All English-taught master programs start in the winter semester. Detailed information on enrollment deadlines and WU's academic calendar can be found on the WU website under [wu.ac.at/students/en/org/calendar](https://www.wu.ac.at/students/en/org/calendar)

TUITION FEES

No tuition fees apply for EU 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 € 726.72. Under certain circumstances, the same regulations that apply to EU citizens can apply to non-EU students as well.

To find out more, please visit [wu.ac.at/students/en/org/tuition](https://www.wu.ac.at/students/en/org/tuition)

SCHOLARSHIPS

WU does not offer any traditional scholarships. However, if certain conditions apply, WU does have two financial aid programs that provide need-based and merit-based scholarship grants. For further information, please contact WU's Study Regulations Office ([wu.ac.at/structure/en/servicecenters/regulations](https://www.wu.ac.at/structure/en/servicecenters/regulations)) or visit the Austrian Database for Scholarships and Research Grants (OeAD) website at [grants.at](https://www.grants.at)

ORGANIZING YOUR STUDIES AT WU

- › **Getting started**
WU offers comprehensive information for international students on its website.
- › **Housing**
A cooperation with the OeAD Housing Office guarantees WU a certain quota of student residences each year.
- › **Bridging courses**
Students who want to refresh their skills before courses start are welcome to attend bridging courses.
- › **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 eLearning platform **Learn@WU**
- › **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 transport, and only a few minutes away from the city center.

WU Key Data

2013/14

Students

Total students (fall 2013)	22,776 (47% women)
International students (fall 2013)	6,241 (27% of total)
Incoming exchange students	~ 1,000 per year
Outgoing exchange students	~ 1,000 per year

Faculty and Staff¹

Total faculty ²	570 (43% women)
Administrative staff	473 (67% women)
Total	1,043 (54% women)

Campus Resources

Premises Campus WU	100,000 m ²
Premises Library	
Total floor space	7,200 m ²
Volumes	~ 812,000

International

Partner universities	~ 230
Courses in English	~ 140/semester

Graduate Programs

German-taught MSc programs

- › Business Education
- › Business Law (LL.M.)
- › Economics
- › 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 Economics and Social Sciences³

English-taught MSc programs

- › 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 2013 in full-time equivalents

² not including personnel funded by third parties

³ English track available

English-taught Master Programs

Duration: 4 semesters; full-time programs; 120 ECTS credits; degree awarded: MSc (WU), except for International Management/CEMS and Strategy, Innovation, and Management Control (see program details below)

GENERAL ADMISSION REQUIREMENTS

Relevant bachelor degree; proof of sufficient proficiency in English; proof of achievement potential (valid GMAT results). More information: wu.ac.at/prospective/en

APPLICATION PERIODS

WU employs a rolling admissions policy, allowing students to apply from the beginning of September until spring. Rolling admission for the academic year 2015/16 starts September 1st, 2014 with the following three priority deadlines: October 8th, 2014; January 8th, 2015 and March 8th, 2015 (March 8th is not applicable for International Management/CEMS).

PROGRAM DETAILS

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

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 experts from the industry

For further details visit: wu.ac.at/master/en

WU International

WU is a truly international university, because it recognized the necessity of thinking beyond Austria's borders early on and has made internationalization a number one priority.

CONFIRMED QUALITY

WU's international students can be sure they are studying at a leading European university. WU's high standards in research and teaching are confirmed by the international and prestigious EQUIS accreditation – a seal of quality that has been awarded to about only 140 universities worldwide (www.efmd.org).

WU is also a member of respected associations like CEMS (Global Alliance in Management Education), an alliance of 29 top business schools and over 68 of the world's leading multinational companies (www.cems.org), and PIM (Partnership in International Management), a network of 58 highly-renowned business schools and universities around the globe (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:



STUDY AROUND THE GLOBE

WU has successfully integrated many international aspects in its research and teaching over the past few years. With around 230 partner universities all over the world, WU maintains a strong international network. 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 very high percentage of international students: Today, more than one out of every four WU students comes from outside of Austria (not including exchange students), and this number is growing from year to year. Currently, most of WU's international students are from Germany, Turkey, Eastern Europe, Italy, China, and the USA.

Living in Vienna

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

HOUSING/ACCOMMODATION

WU has no on-campus dormitories or housing services. Still, accommodation can easily be found through the following channels or through newspapers/online ads:

- › [stuwo.at](#) – nonprofit student housing organization
- › [milestone.net](#) – high-quality living next to the WU
- › [wihast.at/index.en.html](#) – Wihast Dormitories
- › [housing.oead.ac.at/index_e.asp](#) – OeAD Housing Office next to the campus
- › [jobwohnen.at](#) – list of available apartments to share provided by Austrian Students' Union

WORKING IN VIENNA

WU's ZBP Career Center is the first place to go with any questions regarding working in Austria ([zbp.at](#))

- › Job openings for students, graduates and young professionals
- › Contacts to over 500 national and international companies
- › Approx. 1,500 job vacancies/year



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LIVING COSTS

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

Accommodation
approx. € 300 – 450 per month

Health insurance
approx. € 50 per month

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

Public transport
approx. € 150 per semester

Books
approx. € 75 – 150 per semester



University of the Future

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

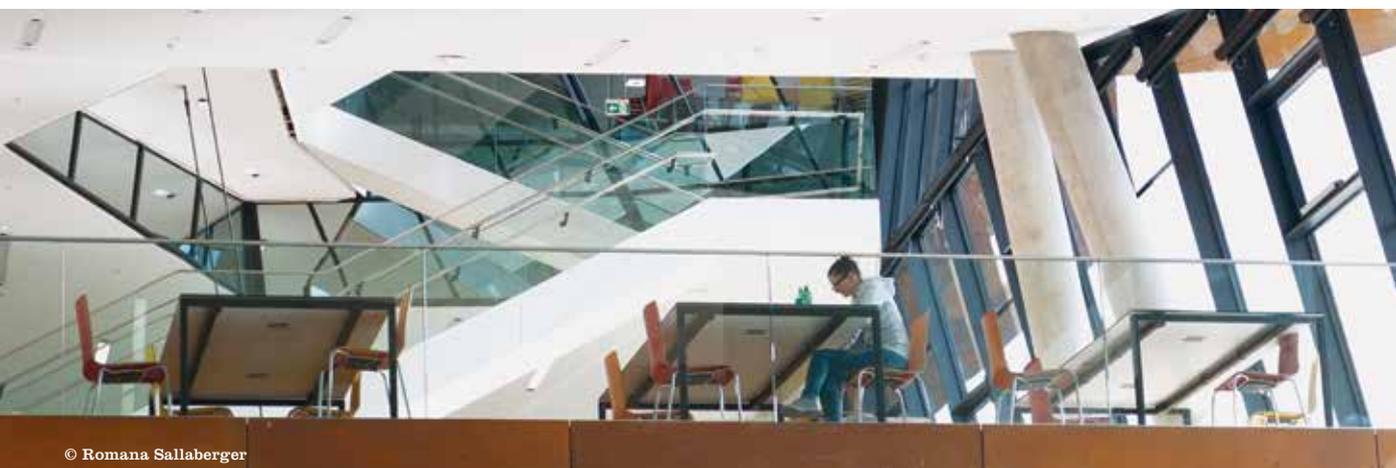
As a public institution, WU has lived up to its responsibility of building its new campus in an economical, ecological, and socially sustainable manner. WU’s decision to locate the new campus in Vienna’s second district has redefined this area and transformed it into an educational hub. We have not only 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 new 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 five building complexes, including the Teaching Center, which houses most of WU’s auditoriums. The Teaching Center is intended mainly for bachelor degree students, while the master 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 the past, the various Institutes that make up the Departments were scattered across different locations. Now they have been brought together in four Department buildings, making life much easier for both students and faculty.

These are not the only improvements the new campus has to offer: All rooms have natural light, and the auditoriums feature state-of-the-art teaching equipment, including digital whiteboards. There are 3,000 student workplaces, three times as many as in the old buildings in Vienna’s ninth district. These workplaces are located not only in the dedicated self-study areas, 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 top priority in planning the new campus was to create 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 at Campus WU. The campus offers not only food for thought, but also restaurants, cafés, and shops, all in a stimulating architectural environment.

As different as they may look, the buildings are all based on the same overall technical concept: the buildings' infrastructures are standardized in terms of construction, energy supply, ventilation, and sanitary facilities. The entire campus has been designed in accordance with "green building" principles. Much of the required energy is obtained using geothermal energy from groundwater.

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.



FURTHER INFORMATION AND CONTACT

To find out more about the Master in Marketing, please visit wu.ac.at/master/en/marketing

Program Director of the Master in Marketing: **Thomas Reutterer**

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

For information concerning applications and admissions please contact:
master.application@wu.ac.at

For all other study-related matters please contact:
admission@wu.ac.at

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