

# IMM in the Bachelor Program



## Welcome to IMM!

The following pages describe both the curriculum of and the philosophy behind the International Marketing Management Specialization (IMM). The information provided is designed to help you with selecting your Specialization (SBWL) at the WU Wien.

The Institute for International Marketing Management is committed to prepare its students for the challenges of business in the 21st century. IMM stands for committed, state-of-the art research and dedicated teaching. You will get to know a determined yet caring faculty, which is supported by numerous external professors from the US, Great Britain and other countries. Furthermore, IMM has been rated a top 5 Specialization (SBWL) at the Vienna University of Economics and Business Administration in the alumni survey. The following information will give you a clear understanding of what the IMM Specialization has to offer. If you like what you read, we hope that you will join us in the near future.

## Goals of the IMM specialization

After successfully finishing the IMM Specialization, you will be able to master complex decision-making situations in global marketing and management. You will have learned how to analyze risks and opportunities in a global environment, how to develop and implement appropriate strategies, and how to create control mechanisms to evaluate business strategies. In addition, you will have learned to communicate your analyses and ideas persuasively. Your communication skills will have been sharpened by presenting projects and case studies, and by defending your arguments in group projects and in class. For all courses, the language of instruction is English.

## What IMM has to offer:

- the opportunity to gain specific knowledge about selected international marketing and management topics and different research methodologies
- courses with a strong practical approach and cooperation with well-known companies to prepare you for your future job
- a very competent, helpful and approachable faculty
- lectures by guest professors from around the world
- numerous events, for example talks and meetings with marketing managers
- a large network of students, executives and scholars