



NETFLIX



 zalando

ZARA

amazon



 everdrop

Marketing  
Consultant

Content  
Manager

Product  
Manager

Customer  
Insights  
Manager

Brand  
Manager

Shopper  
Marketing  
Manager

Category  
Executive

Marketing  
Communications  
Officer

Online  
Marketing  
Manager

Advertising  
Specialist

CRM  
Manager



Head of  
Social Media

Founder

Consumer  
Protection

Market Research  
Consultant

Behavioral Scientist

# SBWL Marketing and Consumer Research



Monika Koller

m.core - Institute for Marketing & Consumer Research

MAY 2022



# Our philosophy: Science inspired by consumers.



We focus on the human being as consumer.



We apply scientific methods and embrace multiple perspectives ...



... to generate deep consumer insights. We are particularly known for our unique insights into the power of ownership, the frame of customer value and the psychology of sustainable and responsible behavior.



... curiosity, reflection, and respect guide all our actions: as experts, researchers, teachers, partners and colleagues.

# Meet the



# team





# Meet the



# team



Univ. Prof. DDr.  
Bernadette **Kamleitner**  
Head of institute



Dr. Barbara **Hartl**  
Assistant professor



Renato **Regis**, MSc  
Teaching and research associate



PD Dr. Monika **Koller**  
Deputy head of institute  
Associate Professor



Susanne **Ruckelshausen**, MSc  
Teaching and research associate



John **Price**, MBA MSc  
Teaching and research associate



Helga **Karl**  
Office Management



Linda **Keller**, BA  
Office Management



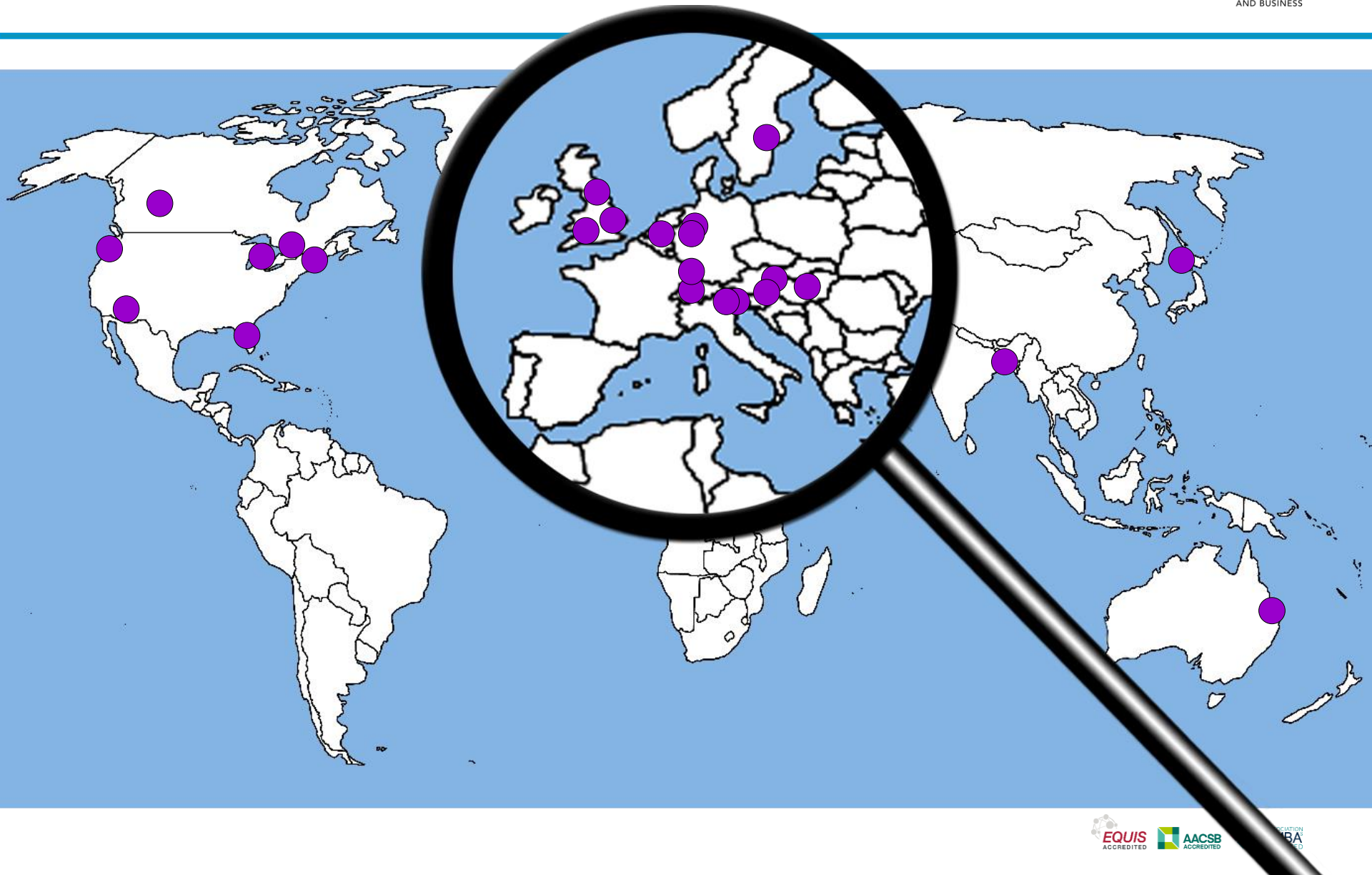
Mag. Gerlinde **Spicko**  
Senior Scientist

# Your benefits

- Strong consumer orientation
- Insights on the psychology of human consumption behavior
- Timeless knowledge
- Customer touchpoints and experience management
- Content based on up-to-date international consumer and marketing research



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- Relevance and real-world application



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- Insights on the psychology of human consumption behavior
- Timeless knowledge
- Customer touchpoints and experience management
- Content based on up-to-date international consumer and marketing research
- Relevance and real-world application
- Personal support
- Working in teams
- Courses in English
- Encompassing knowledge for professional career or any related master's program



# Our expectations

- Curiosity
- Proactivity
- Commitment
- Critical and strategical thinking
- Team spirit
- Being ready to work on real-life cases and challenges
- Interest in top-level academic research and empirical work
- Open-mindedness and interest in studying relevant topics of our contemporary society, such as sustainable consumption behavior, privacy issues and ethical concerns



# Admission



**m.core**  
MARKETING & CONSUMER RESEARCH

is looking forward to meeting you!



# Ready to apply?

Admission to our SBWL is composed of three parts:



Success in your previous courses (transcript of records)



A motivation letter



A literature-based discussion on current issues in marketing and consumer research



# Admission: (2) Motivation letter

***Why*** are you interested to study at m.core and why should ***you*** be considered for one of the 45 spots available?

- You also have the opportunity to add further information that you think might be relevant, such as professional experience as well as your personal interests. It is beneficial if you can prove this, e.g., with certificates, etc.
- The motivation letter should answer the following questions:
  - Why did you decide for the SBWL?
  - What qualifies you for the SBWL?
  - How did you achieve these qualifications?

# Admission:

## (3) A literature-based discussion on current issues in marketing and consumer research

- To prove your interest as well as your qualifications, you will also answer **5 open-ended questions** in writing through a submission form provided on Learn@WU.
- Literature-based discussion: **3**, more general questions, cover small assignments regarding **Marketing** and **Consumer Behavior**.
- Academic articles: **2** of these 5 questions refer to **2** academic articles, which are provided as a download as soon as the application period for the respective term has opened.
- For completing the assignments, you are allowed to use the recommended literature (see our website) or any other literature you wish to consult.

# Application process

<b>Step 1</b>	Registration - eVVZ	Register for the course "Access to Specialization in Business Administration: Marketing and Consumer Research".
<b>Step 2</b>	Uploading of documents on learn@wu	If you have successfully registered for the course, you can find all respective documents, academic articles, submission forms, etc. on learn@WU, only during the window of application is open. Submission of your application is open for one week.
<b>Step 3</b>	Decision on admission	<p>As soon as the time window for application closes, we will examine all application documents submitted via Learn@WU.</p> <p>We will inform you shortly after, whether you have been accepted to Marketing and Consumer Research.</p>

## Winter term 2022/23:

Step 1: Registration via LPIS: August 24<sup>th</sup> until August 28<sup>th</sup>, 2022

Step 2: Application via learn@WU is open from August 29<sup>th</sup>, 10:00 until September 5<sup>th</sup>, 2022, 6 pm.

*We are looking forward to your application and wish you luck!*

# Courses



# Course 1

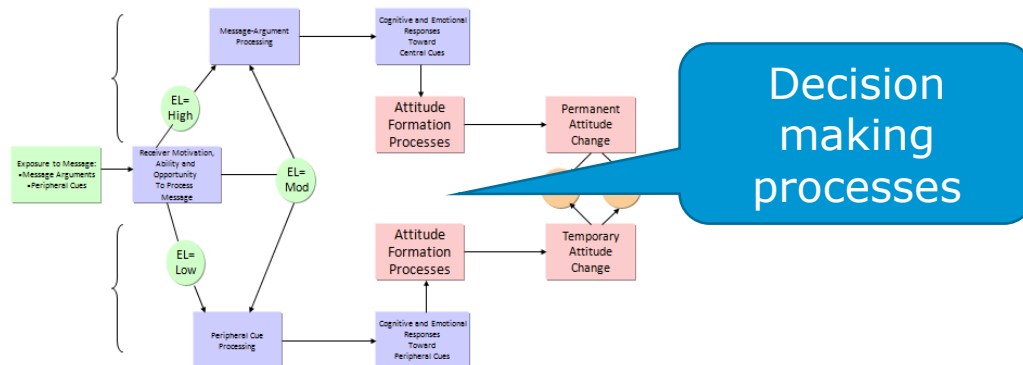
## Consumer Psychology and Behavior

“Understanding the human being as consumer”

Consumer  
Psychology



Sustainable  
behavior



Decision  
making  
processes

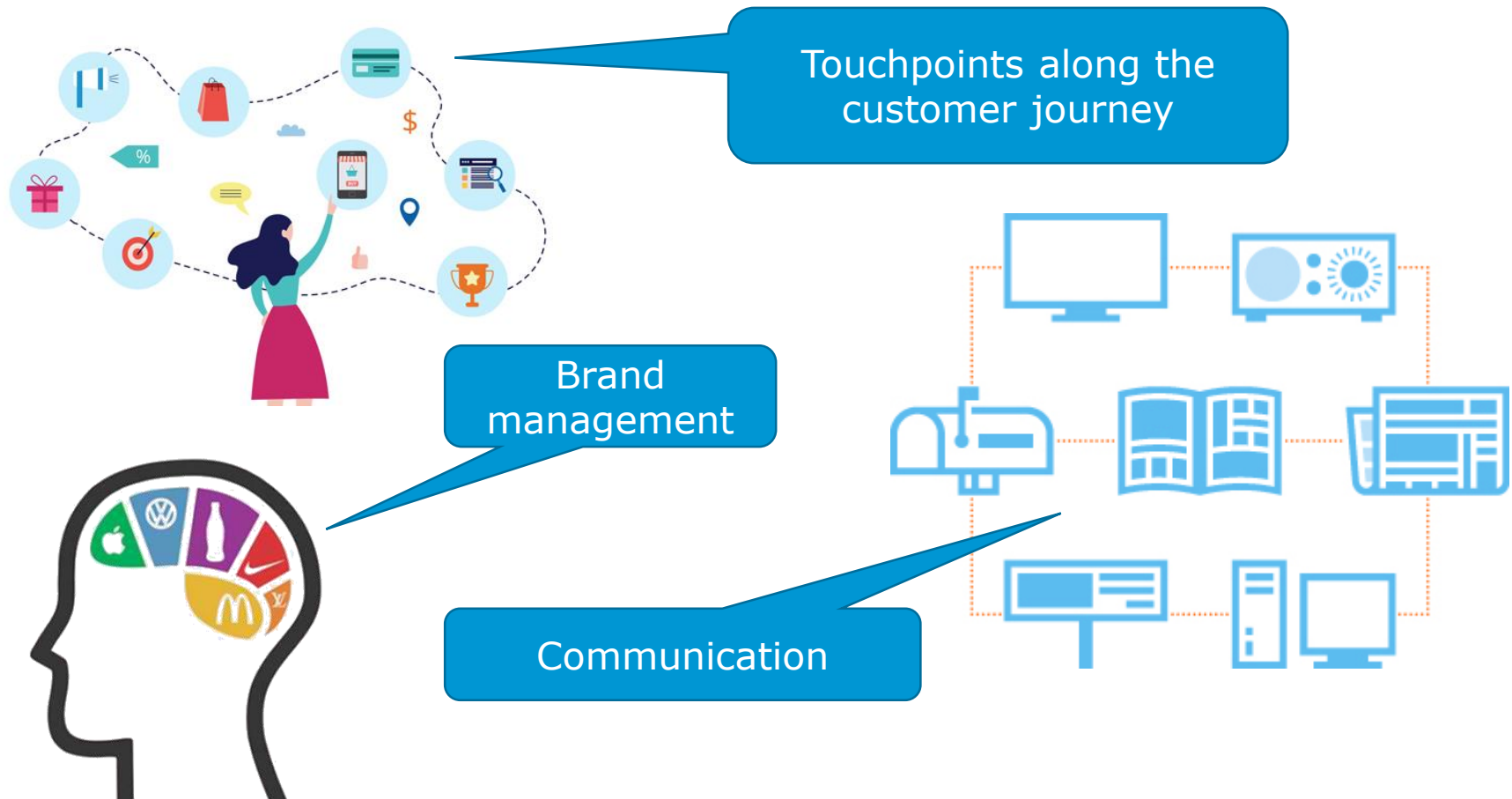


Course 1 is a platform to reflect on how this knowledge translates into customer insights in real consumption situations and marketing decision-making.

# Course 2

## Consumer Touchpoint Management

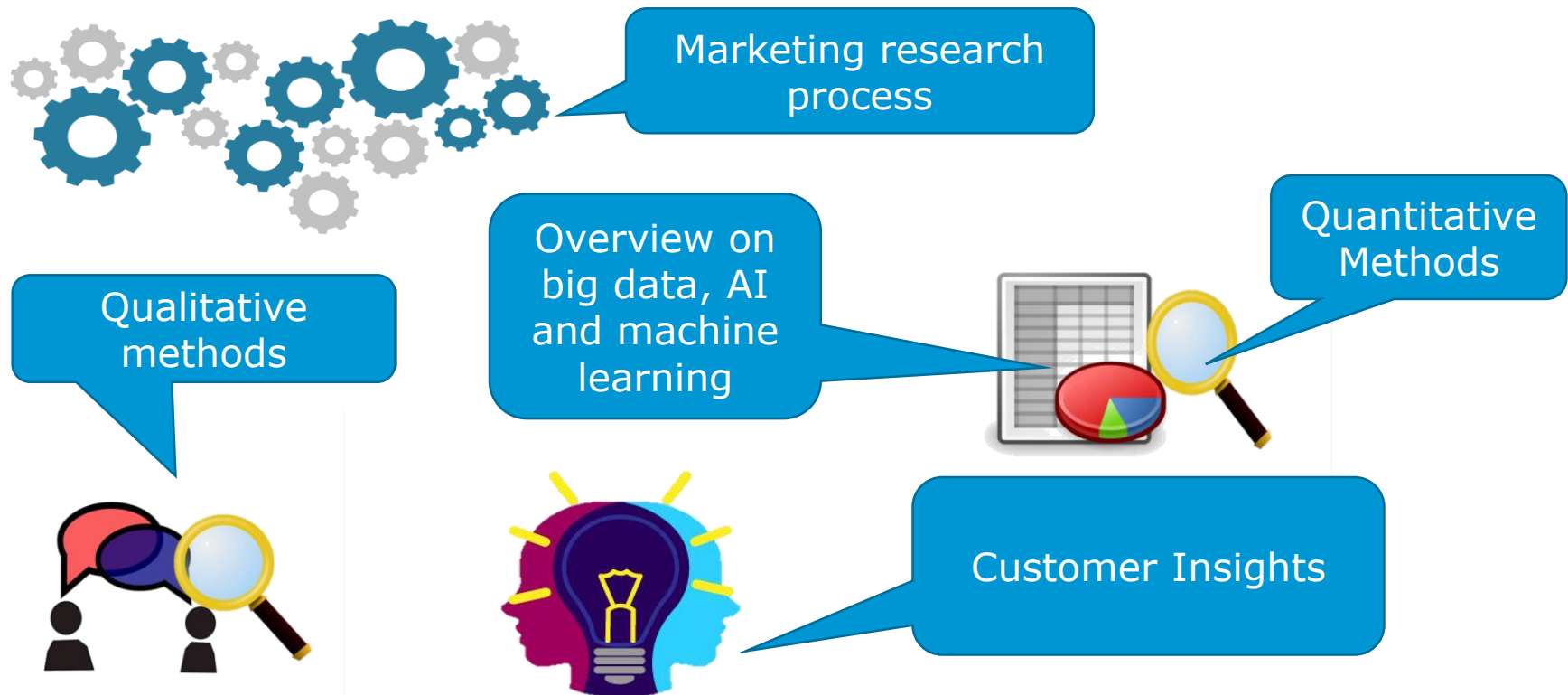
“Insights about the most important touchpoints are vital. They enable a company to provide value to its customers and create customer experience.”





# Course 3 – Research Methods in Marketing

“Analytical thinking skills, knowledge on the identification of research questions, formulating hypotheses, operationalizing ways to test them and drawing conclusions based on the analysis of the results is vital for every marketing manager.”



Students will learn how to synthesize data into actionable customer insights.

# Course 4 – Marketing and Consumer Research Project

“In this course, generating customer insights is trained along real-world problems in marketing practice.”

- **Social Economy – online platform for re-use products**
- **Consumer behavior in community gardens** (Summer 2021)
- **Market potential for EDWIN** (Winter 2020/21)
- **Customer Feedback** (Summer 2020)
- **Consumer engagement with software-as-a-service solutions** (Winter 2019/20)
- **Perceived customer value, Customer segmentation, Brand positioning** (Summer 2019, 2017 and 2013)
- **Usage and optimization of promotional merchandise** (Winter 2018/19 and 2016/17)



# Course 4

## Marketing and Consumer Research Project

Aktuell Werbeartikel

# Sympathie-Träger

Praktisch, attraktiv, originell, hochwertig, nachhaltig: So stellen sich Konsumenten laut einer Studie das optimale Werbemittel vor. Der Tophit sind technische Geschenke.

Von Christian Prenger

Werbemittel: WU-Studie rückt Konsumenten-Anforderungen in wissenschaftlichen Fokus



Horizont Redaktion 02. April 2019

## Werbeartikel 2019: Qualitativ hochwertig und nachhaltig produziert

Eine aktuelle WU-Studie rückt erstmals die Anforderungen der Konsumenten an Werbemittel in den wissenschaftlichen Fokus.

**WU-Studie zeigt: Diesen Werbeartikel wünschen sich Konsumenten**

# Course 5 – Marketing Insights

“This course allows insights into timely topics. It challenges students to apply their customer-centered knowledge to a broader context of real-world problems.”



Field-Trip & Real World Experience



“The end of advertising as we know it”



„How do build communities and maintain them”



“The Neni Story”



[wu.ac.at/mcore/partner/insights/](http://wu.ac.at/mcore/partner/insights/)

**Innovative Teaching Award 2021**

# Unique additional benefit: High Potential Award



- Our best students get the chance to apply for a paid internship
- Current partner:





# m.core Ambassadors





# Voices of our Alumni



**Miriam Krusic, MSc**  
Key Account Manager  
Procter & Gamble in Switzerland

*"I can only confirm that what you are learning during the 5 courses of the SBWL is incredibly **valuable** for your **working life** and will make it a lot easier to start a career in Marketing/Sales. I could really apply a lot of theoretical knowledge during my internship and gain further practical experience during the courses. Thus, for everyone who is interested in Marketing I can only **recommend the SBWL**. The SBWL even **enhanced my interest in the Marketing area** and opened up ambitious perspectives to me."*

m.core High Potential Award winner in  
2017

# Voices of our Alumni



**Julia Pernt, MSc**  
Senior Brand Manager,  
Winkelbauer GmbH

*"(...) The mix of exams, seminar papers and projects with renowned project partners is **a perfect preparation for both master programs and the start of a career.** This adds to the attractiveness of this SBWL."*

# Voices of our Alumni



**Alexa-Sophie Harnisch**  
Loop, Salzburg

*"Through the SBWL I got a great insight into different fields of marketing. I learned so many interesting things and thus found out in which direction my **career path** should go. I'm very grateful for the **real life experiences** we got through the sessions with interesting leaders in the marketing sector. The **best thing** I could take away from the **SBWL was the opportunity to get to know my current employer.** The CEO of LOOP was presenting his company as well as his idea of storytelling and afterwards I got in contact with him. Now I'm working at LOOP which I never regret and also got the idea for my bachelor thesis out of the session with him.*

*I recommend this SBWL to everybody, who is interested in marketing basics, **forward thinking** marketing strategies, interesting companies.*

# Stay Tuned!







[m.core Institute for Marketing and Consumer Research](#)



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# Is it a match?







*It's a  Match!*

# We are looking forward to your application!



VIENNA UNIVERSITY OF  
ECONOMICS AND BUSINESS

m.core - Institute for Marketing &  
Consumer Research

Department of Marketing

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