

SBWL Marketing and Consumer Research



m.core - Institute for Marketing & Consumer Research

Find out
more
about our
SBWL
[here](#)



Marketing and Consumer Research

Are you
fascinated
by human
behavior?

By their role
as
consumers?

By under-
standing
what drives
their
emotions?

By under-
standing
why they
behave the
way they
do?

By exploring
how this
knowledge
can be
applied in
marketing?

If so, join us at



m.core
MARKETING & CONSUMER RESEARCH

Meet the **m.core** team

MARKETING & CONSUMER RESEARCH



Your benefits

Insights into
the
psychology of
human
consumption
behavior

Strong focus
on consumer
orientation

Timeless and
foundational
knowledge

Collaborative
teamwork
opportunities

Expertise
from top
international
research

Real-world
relevance and
practical
application

Personalized
support and
guidance

All courses in
English

Our expectations

Curiosity

Commitment

Critical and
strategic
thinking

Team spirit

Willingness to
tackle real-
life cases and
challenges

Interest in
top-tier
academic
research and
empirical
work

Open-
mindedness
and
enthusiasm
for exploring
contemporary
societal topics

Admission

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



Ready to apply?

Admission to our SBWL consists of three parts:



A motivation letter: Why are you interested in studying at m.core and what makes you the ideal candidate



Reflection task: Your individual reflection on a current topic in marketing and consumer research



Success in your previous courses: transcript of records

Admission: (1) Motivation letter

Why are you interested in studying at m.core, and what makes you the ideal candidate?

Your motivation letter should address the following questions:

- Why did you choose this SBWL?
- What qualifications make you a strong candidate for this SBWL?
- How did you acquire these qualifications?

You may also include any additional relevant information, such as professional experience or personal interests. Ideally, you should support your claims with evidence, such as certificates or other documentation.

Admission: (2) Reflection task

This short reflection (approx. 300 – 500 words) focuses on current topics we will address in the specialization. It provides an opportunity to demonstrate your ability to elaborate on and reflect upon relevant topics.

Example of a possible task:

AI is currently a major topic in the media, especially consumer applications such as ChatGPT.

- What are your thoughts on this emerging topic?
- How does it impact consumers?
- What role does it play in marketing?

In your response, you can refer to examples you've encountered, reflect on them, and present the pros and cons from your individual perspective. Please ensure you cite any sources you reference.

Application process

Step 1	Registration via <u>myWU</u> -Access to Specializations	Register for the access to our specialization Marketing and Consumer Research via the registration tool myWU-Access to Specializations .
Step 2	Upload of documents on Canvas	If you have successfully registered, you will find all relevant documents and information on Canvas once the application period opens. The application submission window will remain open for one week.
Step 3	Admission decision	After the application period has closed, we will review all submissions made via Canvas WU and notify you shortly thereafter about whether you have been accepted into the Marketing and Consumer Research specialization.

Please find the timeline for the application process on our website:

www.wu.ac.at/en/mcore/teaching/bachelor/admission

We are looking forward to your application and wish you the best of luck!

Courses and More

WU

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Our courses

- Course 1: **Consumer Psychology and Behavior**
- Course 2: **Consumer Touchpoint Management**
- Course 3: **Research Methods in Marketing**
- Course 4: **Marketing and Consumer Research Project**
- Course 5: **Marketing Insights***

* or select an elective from a pool of courses offered by other marketing specializations within our department

Course 1

Consumer Psychology and Behavior

Understanding the human being as consumer: Course 1 is a platform for reflecting on how this knowledge translates into customer insights in real consumption situations and marketing decision-making.

*"Understanding the human behavior and a **basic understanding of psychology** are, in my opinion, **essential for creating a positive and successful working environment**. The knowledge I gained, and the choice of this institute definitely gave me the chance to pursue my MBA in the United States and will continue to bring me a lot of satisfaction, for which I am very grateful."*

Niels Buurman, MBA, Digital Projects Specialist, Red Bull Media House



Course 2

Consumer Touchpoint Management

Insights into the most important touchpoints are crucial. They enable a company to deliver value to its customers and create a meaningful customer experience.

*"I learned about **brand strategies, brand image, and different communication channels.** I particularly liked that we could **bring these strategies to life** in a group project. I also gained important insights from **professionals** who practice these strategies in their daily work during **guest lectures.**"*

Katharina Spiller, Student at WU Vienna



Course 3

Research Methods in Marketing

Analytical thinking skills, knowledge of identifying research questions, formulating hypotheses, operationalizing methods to test them, and drawing conclusions based on the analysis of results are vital for every marketing manager. You will learn how to synthesize data into actionable customer insights.

"We learned, for example, how to formulate research questions and how to answer them using tools like Excel. After completing the course, I felt that I had acquired new skills that will help me in my future career."

Leonie Beier, Student at WU Vienna



Course 4

Marketing and Consumer Research Project (1)



In this course we generate customer insights through real-world marketing challenges in collaboration with partner companies and organizations.

*"In our project, we were tasked with conducting customer research in collaboration with Vöslauer to identify the big **non-alcoholic beverage trends** that will shape the upcoming decade. We were guided through a **real-life empirical study** by **knowledgeable and experienced lecturers**, who provided us with **advice and support** every step of the way."*



Bence Oláh, Student at WU Vienna

Course 4

Marketing and Consumer Research Project (2)

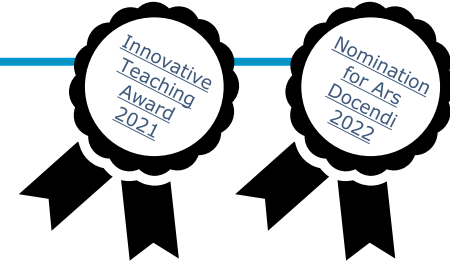
Our latest topics and partners:

- How can shopping malls become more attractive for Gen Z?
- How can we increase skin care sales among Gen Z men?
- Deep dive into the usage of terry cloth
- Deep dive into secondhand consumer behavior
- Ideation and future trends in the beverage market



Course 5 Marketing Insights (1)

This course provides insights into current topics and challenges students to apply their customer-centered knowledge to a broader context of real-world problems.



*"I'm very grateful for the **real-life experiences** we gained through sessions with interesting leaders in the marketing sector. The best takeaway from the **SBWL** was the **opportunity to get to know my current employer**. The CEO of LOOP presented his company as well as his idea of storytelling, and afterwards I got in contact with him."*

**Alexa-Sophie Harnisch, BSc, LOOP
Salzburg**



For Course 5, students can choose between Marketing Insights or select an elective from a pool of courses offered by other marketing specializations within our department.

Course 5

Marketing Insights (2)

Some highlights:

- Field trips and workshops



1000things

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VOTIV KINO



woom™
pedal your planet

Check out our Marketing Insight Video series [here](#)

Unique additional benefit: High Potential Award



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



*"What you learn during the five courses of the SBWL is incredibly **valuable** for your **professional life** and will make it a lot easier to **start a career in Marketing or Sales**. I was able to apply a lot of **theoretical knowledge during my internship** and gain further **practical experience** through the courses. Therefore, I can highly **recommend the SBWL** to anyone interested in Marketing."*

Miriam Krusic, MSc, Key Account Manager Procter & Gamble in Switzerland, Winner 2017



Voices of our Students



**Want to
Know More?**

www.wu.ac.at/mcore
mcore@wu.ac.at

We are looking forward to meeting you!



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ECONOMICS AND BUSINESS

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**In the meantime, let's
connect on social media!**

