



ZARA



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 & Eva Marckhgott
m.core - Institute for Marketing & Consumer Research

WELCOME to



MAY 2021



Our philosophy: Science inspired by consumers.



We focus on human beings as consumer.



We apply scientific methods...



... to generate deep consumer insights ...



... that add value for various stakeholders
(e.g., companies, consumers, society).

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



Dr. Eva **Marckhgott**
Teaching and research associate



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



Helga **Karl**
Office Management



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



Mag. Gerlinde **Spicko**
Senior Scientist



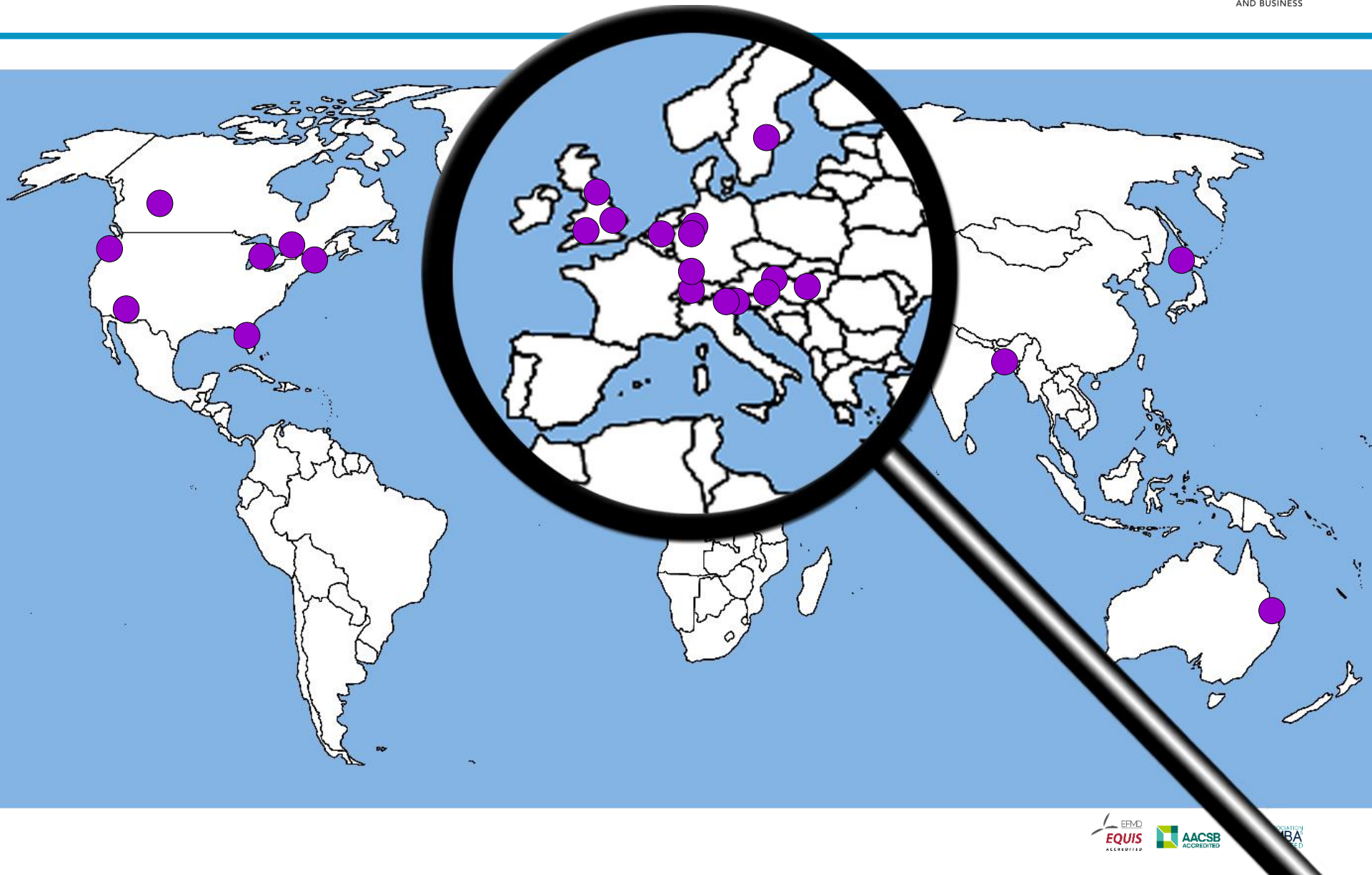
Linda **Keller**, BA
Office Management

Your benefits

- Strong consumer orientation
- Insights on the psychology of human consumption behavior
- Timeless knowledge
- 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



Your benefits



Your benefits



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.
- Academic articles: **2** of these questions refer to **2** academic articles, which are provided as a download as soon as the application period for the respective term has opened.
- Literature-based discussion: **3**, more general questions, cover small assignments regarding **Marketing** and **Consumer Behavior**.
- 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

Step 1	Registration - eVVZ	Register for the course "Access to Specialization in Business Administration: Marketing and Consumer Research".
Step 2	Uploading of documents on learn@wu	As soon as you are registered for the course, you can find all respective documents, academic articles, submission forms, etc. on learn@WU. Submission of your application is open for one week.
Step 3	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 2021/22:

Application is open from **August 31st until September 7th, 2021, 23:59.**

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

Courses



Course 1

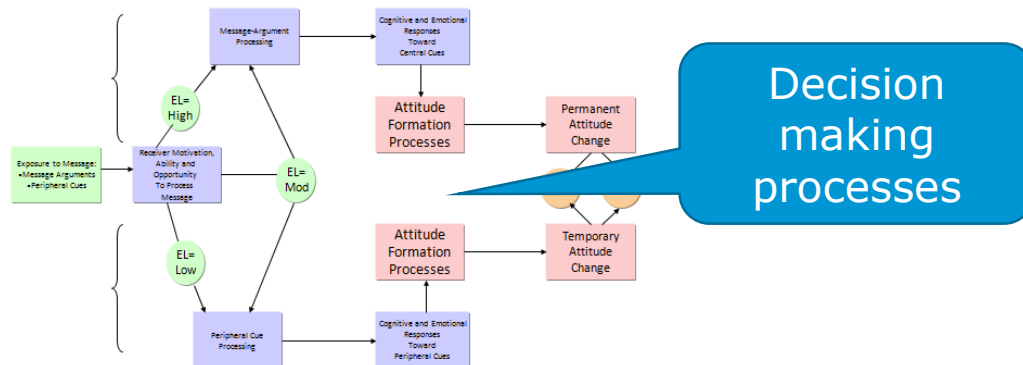
Consumer Psychology and Behavior

“Understanding the human being as consumer”

Consumer
Psychology



Sustainable
behavior

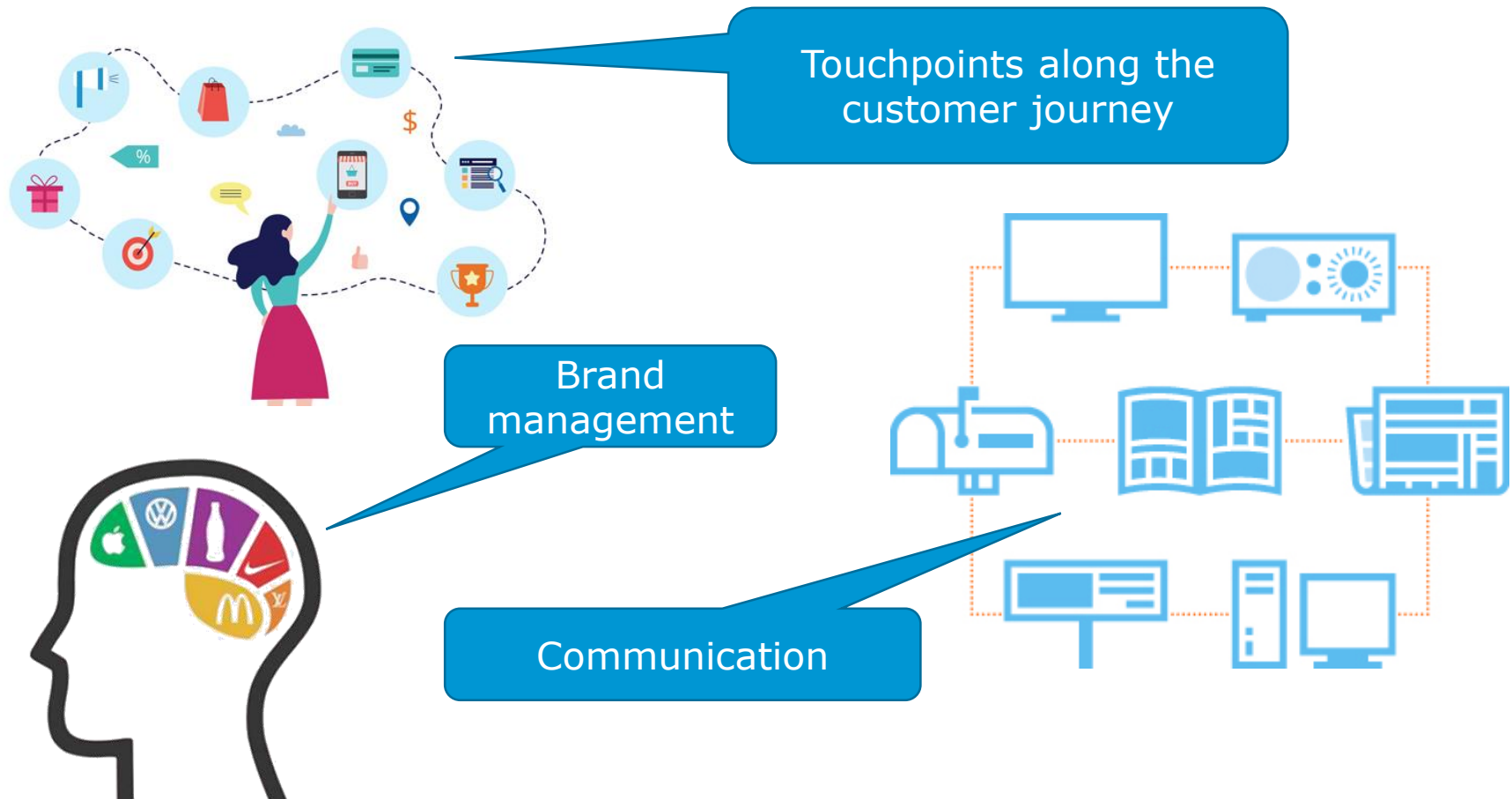


Course 1 is a platform to reflect on how this knowledge translates into customer insights in real consumption situations and marketing decision-making.

Course 2

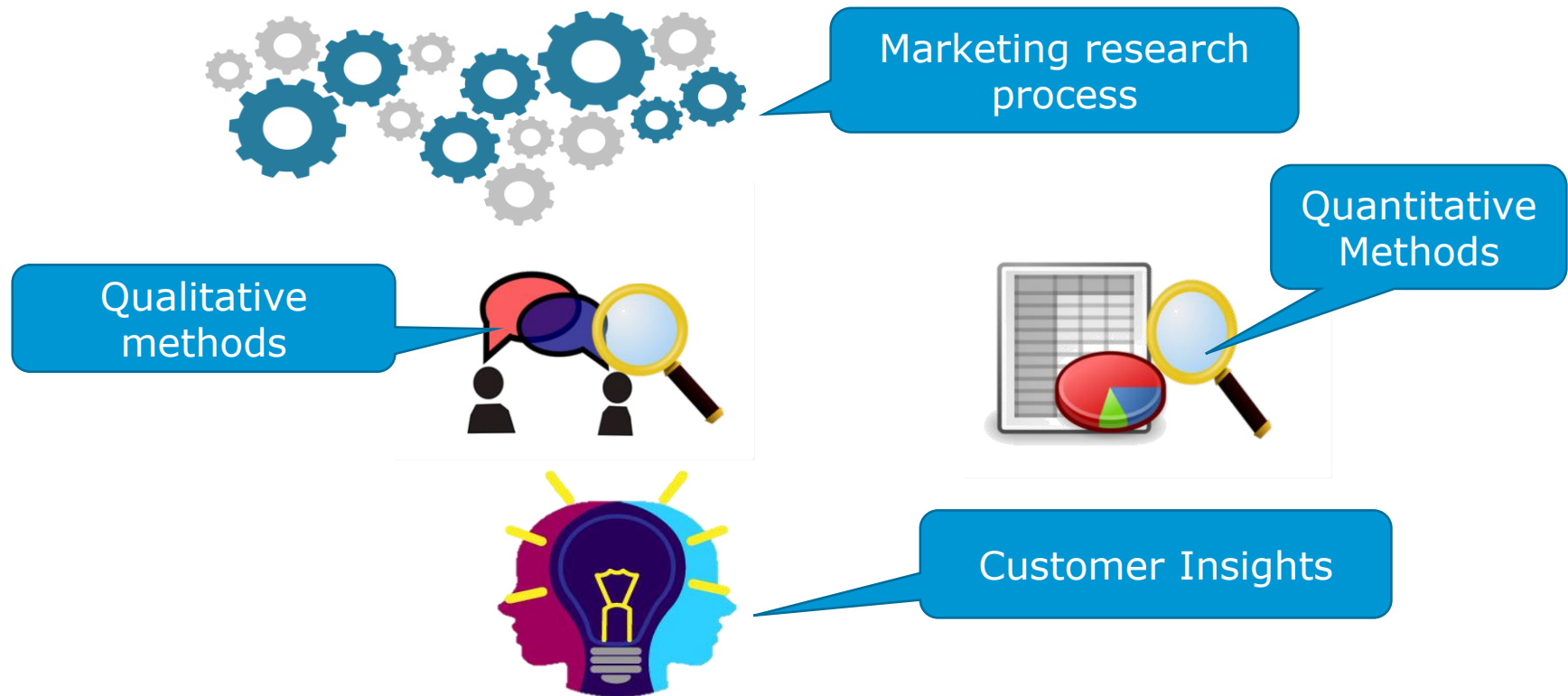
Consumer Touchpoint Management

"Insights about the most important touchpoints are vital. They enable a company to provide value to its customers."



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.”

- **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/

Innovative Teaching Award 2021

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



Testimonials



Voices of our Alumni



Miriam Krusic, MSc

Key Account Manager
Procter & Gamble in Switzerland

m.core High Potential Award winner in
2017

*"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."*



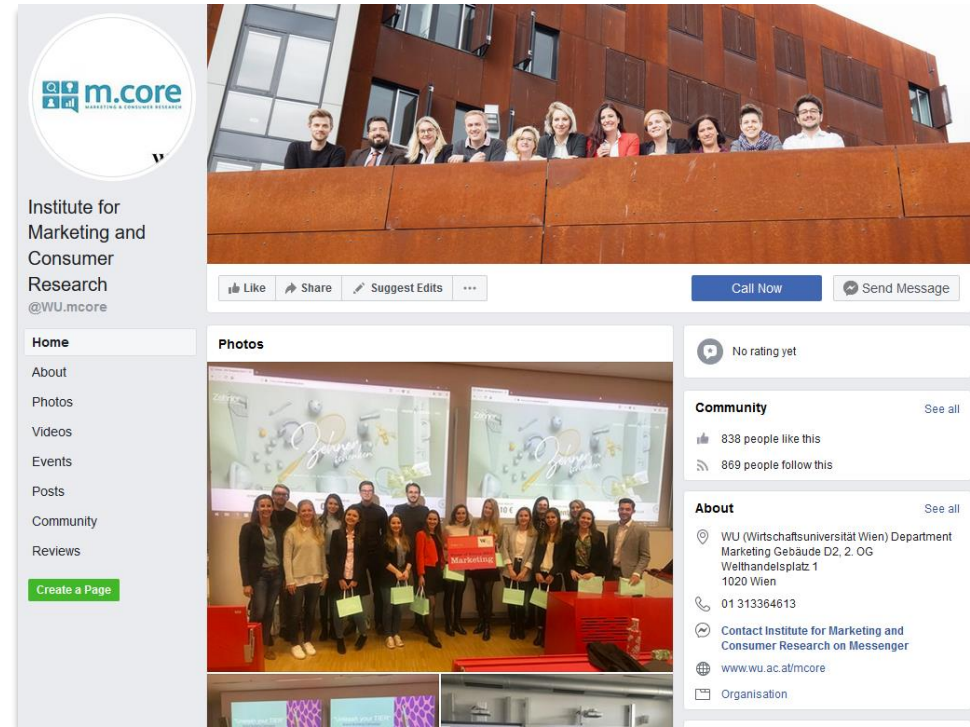
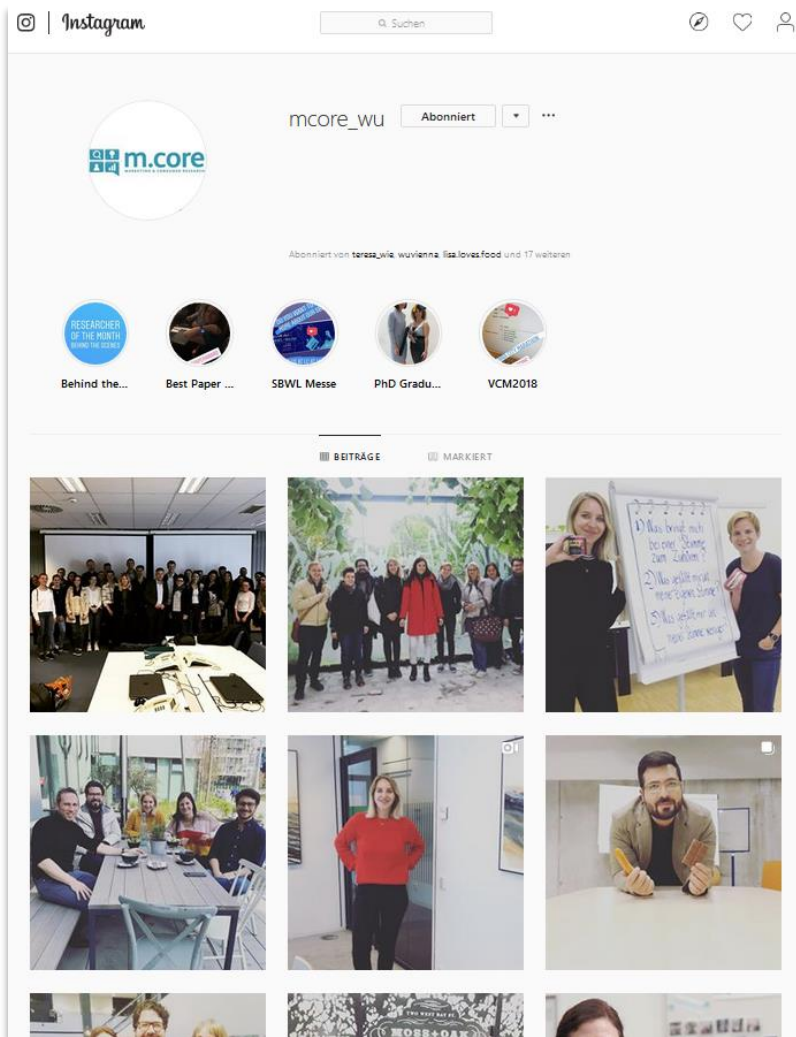
Julia Pernt, MSc
Senior Brand Manager,
Winkelbauer GmbH

*„ (...) 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.“*

Stay Tuned!



News



Institute for Marketing and
Consumer Research



mcore_wu

Is it a match?





It's a  Match!

We are looking forward to your application!



VIENNA UNIVERSITY OF
ECONOMICS AND BUSINESS

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Consumer Research

Department of Marketing

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