

Department of Marketing



WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

powered by



MARKETING^{AV}

STRATEGYST

CONTENT

Department of Marketing

Department Structure	1
The Department's Main Activities	2
Mission Statement	3
Bachelor and Specializations	4
Master of Science (MSc) Marketing	5
Research Seminar Series	6
Study Days	7

Institute for International Marketing Management	8
---	----------

Institute for Marketing and Consumer Research	12
--	-----------

Institute for Marketing-Management	16
---	-----------

Institute for Retailing and Marketing	20
--	-----------

Institute for Service Marketing and Tourism	24
--	-----------

Department Highlights	28
------------------------------	-----------

Business Co-operation Partners	29
---------------------------------------	-----------

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INSTITUTE FOR SERVICE MARKETING AND TOURISM

**Dr.
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Head of Institute

Mission Statement

The **Department of Marketing** is made up of five institutes and one group, all working in closely related disciplines. This concentration of resources in research and teaching is a major advantage for the university and contributes significantly to WU's institutional and international profile.

Marketing Management, Consumer Behavior, Service Marketing, Tourism, and Retailing are the main research and teaching focuses of the Department in its capacity as a competence center in the field of marketing. Close cooperation with the business and marketing communities also is a very high priority in the Department's work.

Our research programs combine cutting-edge theory and practical applications to provide graduates with the knowledge and the skills for creating, communicating, and delivering value to customers with customized products and services in a profitable and sustainable way.

Furthermore, we aim to become one of the leading centers in marketing research and education in the German speaking countries, and also in Europe. We want to make significant contributions to the marketing discipline.



The Department's Main Activities

DEGREE PROGRAMS

Department faculty are involved in all phases of the bachelor's, master's and doctoral programs.

CONTINUING EDUCATION

The Dean of the Executive Academy (Professor Bodo Schlegelmilch) is a member of the Department, and Department faculty is active in the development of Executive MBA programs, responsible for the University certificate programs in Advertising & Sales and Tourism Management, the MBA program in Marketing & Sales, and the EMBA program, and is active in the seminars and marketing courses in the basic MBA programs (Associate Professor Barbara Stöttinger and Assistant Professor Dieter Scharitzer).

STUDENT EXCHANGE AND COOPERATION PROGRAMS

The Department currently maintains 42 partnerships, participates in the JOSZEF CEE exchange program, in the CEMS program, and in special projects such as the cooperation with University of Minnesota.

RESEARCH

- Department faculty conduct research and publish their results in research projects or within the framework of the individual Institute's research programs.
- Diploma theses and dissertations are supervised by Department faculty

Testimonial:

"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

NEW CHAIR: INTERACTIVE MARKETING AND SOCIAL MEDIA

A number of the Department's longest-serving, most respected professors have recently retired (Günter Schweiger, Josef Mazanec, Fritz Scheuch, and Roland Gareis), opening up new faculty positions in almost half of the Department's units. This situation offers a great opportunity for change. The first step in the recruitment process has been very successful, and several internationally respected researchers have joined the Marketing team.

A further success was achieved by the Rector's Council in its recent negotiations with the Federal Ministry, resulting in funding for a further professorship for the Department. This chair, with a focus on interactive marketing and social media, is expected to be filled in 2013. These topics are becoming increasingly important in the field of marketing, and this new professorship will enable WU to play an active role in research and teaching in this future-oriented area.

Professor Dr.
Peter Schnedlitz
Head of Department

Bachelor and Specializations

Doctorate/Ph.D.		
Master of Science in Marketing Program		
Bachelor	SBWL <ul style="list-style-type: none"> • Retail and Marketing • International Marketing Management • Marketing • Service Marketing • Advertising and Brand Management 	<ul style="list-style-type: none"> • Marketing • Grundlagen wissenschaftlichen Arbeitens (basics of research methods)

Two bachelor programs are available at WU: Bachelor Program in Business Law (BL) and Bachelor Program in Business, Economics and Social Sciences (BESC). Both are six semester-programs and consist of 85 semester credit hours or 180 ECTS credits. Both programs share a common introductory phase. In the second phase of the Bachelor Program in Business, Economics, and Social Sciences, students can choose from four majors, which can be taken individually or concurrently.

- Major in Business Administration
- Major in International Business Administration
- Major in Economics and Socio-Economics
- Major in Information Systems

Two specializations (SBWLs) are required for the Business Administration major. If desired, the Didactics of Business Administration course may be substituted for one of the two required SBWLs. Two SBWLs are also required for the International Business Administration major, one of which must be international in character. An internationally oriented field of specialization may be chosen instead of this SBWL. Students may also choose to substitute the Cross-Functional Management program for both SBWLs.

This program is held entirely in English and consists of five course blocks, four compulsory blocks, and one elective.

No SBWLs are required for the major in Economics and Socio-Economics. Instead, students must choose from a number of specialization fields. No SBWLs in Marketing are required for the major in Information Systems. One SBWL is required for the Bachelor's Program in Business Law.

The department of Marketing offers five SBWLs, some courses or compulsory blocks in the Cross-functional Management Program, a course Marketing and a course GWA (basics of research methods) for both bachelor programs. The acquisition of a solid marketing knowledge base and the correct usage of basic marketing concepts are essential when interacting with business partners and employees and, thus, the aim of the course Marketing. Due to a blended-learning design, the course offers an interactive learning experience despite the large number of students at WU. The live events include a lecture and the experience of real-life marketing research. The course GWA (basics of research methods) is offered each semester by the Institutes.

Master of Science (MSc) Marketing

WU's Master of Science in Marketing is a two-year full-time program entirely taught in English. It prepares future marketing specialists and executives to master the challenges of up to date customer-focused management. The MSc Marketing program is internationally oriented and also places emphasis on hard skills in marketing research, business analytics, and decision making. Students are encouraged to put their learning experience into practice during a summer internship and to study abroad at one of WU's prestigious partner universities in the second year. Through the choice of electives, offered by the institutes of the Department of

Marketing, graduates have developed expertise in specialized fields of marketing.

Program Director of the MSc in Marketing:
Professor Thomas Reutterer

To find out more please visit:
wu.ac.at/master/en/marketing

For further questions please contact:
Astrid Oberhumer, Program Manager
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1ST SEMESTER

The Role of Marketing in a Knowledge-Based Society	Customer-Centric Management	Marketing Research Design and Analysis	Strategic Marketing in a Globalized Economy	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

2ND SEMESTER

Marketing Communications	New Products 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

3RD SEMESTER

Electives: <ul style="list-style-type: none"> 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 2 (7.5 ECTS credits each)	5 ECTS	5 ECTS

4TH SEMESTER

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

6

Research Seminar Series

The "Research Seminar" Series held by the WU's Marketing Department is a perfect opportunity to connect our faculty with top international scholars from the marketing field. Influential scholars from the world's top universities are invited to present their latest research and to discuss the current trends and developments in all major areas of marketing research, including consumer behavior, marketing modeling and marketing strategy. In addition to the networking possibilities, this Research Seminar Series helps the WU faculty and

PhD students to keep track of the recent theoretical and methodological developments in the marketing community and to seek and receive early feedback on their own marketing research.

Organizers: Professor Thomas Reutterer, Professor Martin Schreier

The seminars are open to all WU faculty and students. Please register for participation: michaela.weissenbeck@wu.ac.at.

RECENT SPEAKERS

SPEAKER	UNIVERSITY	SPEAKER	UNIVERSITY
Professor Katherine White, Ph.D.	University of British Columbia (CAN)	Professor Pradeep K. Chintagunta, Ph.D.	University of Chicago (U.S.)
Professor Vicki G. Morwitz, Ph.D.	New York University (U.S.)	Professor Roland T. Rust, Ph.D.	University of Maryland (U.S.)
Professor Eric A. Greenleaf, Ph.D.	New York University (U.S.)	Professor Bruce Hardie, Ph.D.	London Business School (U.K.)
Professor Gita V. Johar, Ph.D.	Columbia University (U.S.)	Professor Berend Wierenga, Ph.D.	Erasmus University Rotterdam (NL)
Professor C. Page Moreau, Ph.D.	University of Colorado at Boulder (U.S.)	Professor Chris Janiszewski, Ph.D.	University of Florida (U.S.)
Professor Ko de Ruyter, Ph.D.	Maastricht University (NL)	Professor Marnik G. Dekimpe, Ph.D.	Tilburg University (NL), Catholic University Leuven (B)
Professor Simona Botti, Ph.D.	London Business School (UK)	Professor Joseph Nunes, Ph.D.	University of Southern California (US)
Professor Leigh McAlister, Ph.D.	University of Texas at Austin (US)	Professor Darren Dahl, Ph.D.	University of British Columbia (CAN)

Study Days

The "Study Days" held by the WU's Marketing Department are an excellent opportunity to connect our faculty with outstanding upcoming international scholars from the marketing field. Once per semester, we invite several scholars from top institutions to present a current research project. In addition, these scholars work with our PhD students on their projects. Specifically, our students present their work in plenum or in parallel sessions to the visiting scholars (depending on their stage in the PhD process). The gained feedback allows our

students to increase the quality of their work, and ultimately increases the likelihood to get their work published in top marketing journals.

Organizers: Professor Thomas Reutterer,
Professor Martin Schreier

The seminars are open to all WU faculty and students. Contact and registration:
michaela.weissenbeck@wu.ac.at

RECENT SPEAKERS

SPEAKER	UNIVERSITY
Professor Kim Ju-Young, Ph.D.	Goethe University (GER)
Professor Nicolas Glady, Ph.D.	ESSEC Business School (F)
Professor Zachary Chad Estes, Ph.D.	Bocconi University (I)
Professor Christoph Fuchs, Ph.D.	Erasmus University Rotterdam (NL)
Professor Caleb Warren, Ph.D.	Bocconi University (I)
Professor Katrin Talke, Ph.D.	TU Berlin (GER)

Mission Statement

The research and teaching activities of the Institute for International Marketing Management (IMM) center around questions of marketing and management, applying an international perspective in addressing challenges in these fields. This includes, for instance, the study of global marketing and innovation strategies, global consumer behavior, and discourses on the role of sustainability and corporate social responsibility in an international context. The members of the Institute are committed to publishing the results of their research regularly in renowned international journals, and their research findings underpin the Institute's practically oriented teaching activities.



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Select IMM external lecturers:

- Kazuhiro Asakawa, Ph.D., professor at Keio University (Japan)
 - Michael Houston, Ph.D., professor at the Carlson School of Management, University of Minnesota (USA)
 - Robert Morgan, Ph.D., professor at Cardiff University (UK)
 - Leondias C. Leonidou, Ph.D., professor at the University of Cyprus
 - Ulf Andersson, Ph.D., professor at the Copenhagen Business School (Denmark)
 - Andras Bauer, Ph.D., professor at the Corvinus University of Budapest (Hungary)
 - Mubbsher M. Khan, Ph.D., professor at the University of the Punjab (Pakistan)
-



Teaching

STRUCTURE OF THE BACHELOR PROGRAM AT IMM

	COMPULSORY COURSES	ELECTIVES (SELECTION)
1 st Semester	Foundations	Ethics in Global Marketing
	Applications	Global Marketing Research
2 nd Semester	Virtual Seminar	Global Consumer Behavior
		Marketing in Emerging Markets
		Global Social Media Marketing
		Global Branding

SPECIALIZATION IN INTERNATIONAL MARKETING MANAGEMENT (IMM)

Students who have completed the Specialization in International Marketing Management have learned to master complex decision-making situations in global marketing management. The Specialization gives students the necessary skills to analyze risks and opportunities in an international environment, develop and implement the right strategies, and create appropriate control and evaluation mechanisms.

The program also teaches students how to communicate their results and ideas convincingly. Students hone their communication skills by presenting projects and case studies and by defending their arguments during group projects and seminars. All courses are taught exclusively in English.

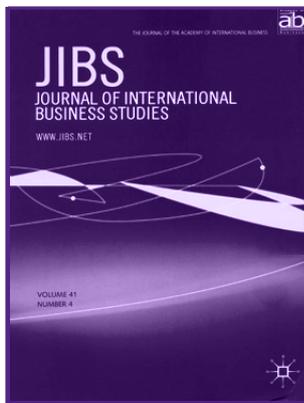
STRUCTURE OF THE SPECIALIZATION

Admission to the Specialization requires the successful completion of an entry test, which is conducted at the beginning of each semester and covers the basic concepts of marketing.

Admitted students then complete the Foundations and Applications in Global Marketing Management courses. In the second semester, attendance in the “virtual seminar” is compulsory. This seminar is taught entirely online, facilitating the participation of students who spend the semester abroad. IMM students can also choose from several interesting electives, which change every semester and are in part taught by practitioners or external, international lecturers.

SPECIAL FEATURES

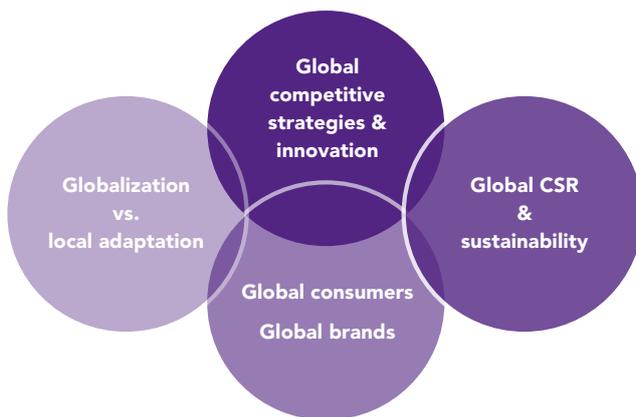
One of the greatest assets of the Specialization in International Marketing Management is the international make-up of its faculty: Professors from all over the world teach IMM students in their respective fields of expertise, and seasoned practitioners prepare them for successful marketing careers. Apart from innovative teaching formats (virtual seminar), the Institute also offers its students customized courses on academic writing and research techniques, focusing especially on journalistic reviews and case studies.



Research

MAIN AREAS OF RESEARCH

In its research activities, the Institute for International Marketing Management aims to combine academic rigor and practical relevance. The research interests of the Institute's members demonstrate a strong international perspective and include the following key areas:



The members of the Institute for International Marketing Management regularly publish their work in renowned journals and serve on numerous editorial boards. They are active members of the scientific community and act as reviewers for many journals and conferences.

Over the past few years, the Institute's members have maintained a busy conference schedule, including, for instance, prominent talks at conferences of the European Marketing Academy, the Academy of Marketing Association, and the Academy of Marketing Science.

Apart from publishing scientific journal articles, the members of IMM have also authored and edited numerous scientific books, including the following:

- The New Role of Regional Management: (Palgrave-Macmillan)
- Global Marketing Management – A European Perspective: (Financial Times/ Prentice Hall)
- Diversity in European Marketing : (Springer Gabler)
- Globales Marketing-Management: Eine europäische Perspektive (Oldenbourg)

A comprehensive list of publications is available at www.wu.ac.at/fides.

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Department of Marketing

Institute for International Marketing Management

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Mission Statement

m.core stands for excellence and relevance in teaching and research on consumer behavior and the challenges involved in communicating with consumers. Our goal is the generation and dissemination of theory-driven, methodologically sound and practically relevant knowledge. We aim to generate this knowledge in a dialogue with students, academia, and practitioners. We are committed to disseminate insights at highest international standards and to the benefit of all our stakeholders.



Our motto:
Science inspired by consumers.
We aim to live this maxim in the field and in the classroom.

The Institute for Marketing and Consumer Research, short m.core, succeeds the former Institute for Advertising and Marketing Research (WUM). The rebranding signals the institute's new, international, and research-driven focus and underscores its mission. Find out more at: wu.ac.at/mcore

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Lecturers:

- Ing. Thomas Kastner – Kommunikation im Verkauf
 - Dr. Stefan Schiel – marketmind GesmbH
 - Dr. Gertraud Schrattenecker
 - Ph.Dr. Ferdinand Stürgkh –
 HPS Hierhold Presentation Services GesmbH
-



Teaching

THE SPECIALIZATION (SBWL) IN ADVERTISING AND BRAND MANAGEMENT	
COMPULSORY COURSES	ENRICHMENT COURSES
Course 1 – Introduction to Marketing Research -> Admission procedure for this specialization (Top 30 are admitted)	Dialogue with Marketing Community (Praxis Dialogue – Marketing) -> Lectures from marketing professionals, attendance strongly recommended
Course 2 – Strategic Communication 1	Statistical Methods in Marketing Research (SPSS) -> Recommended for students in course 5 and all students writing an empirical bachelor thesis
Course 3 – Brand Management (summer) OR	Research Skill Development -> strongly recommended for students writing empirical theses
Course 3 – Advertising and Brand Management Case Studies (winter)	
Course 4 – Strategic Communication 2	Effective Business Presentations
Course 5 – Marketing Research Case Study	Sales Training (Conflict Solving)

The Specialization (SBWL) in Advertising and Brand Management starts with Course 1, "Introduction to Marketing Research". The top 30 students of the course are admitted to all other SBWL courses. Course 1 gives an overview of the various stages and decision-making situations that form part of marketing research projects. Course contents include the theory of sampling, hypothesis formulation, methodological pros and cons of different survey techniques, and analysis methods.

The "**Marketing Research Case Study**" (Course 5) is usually held in cooperation with a corporate partner. This gives teams of students the opportunity to apply the acquired specialist knowledge to realistic, complex scenarios, and familiarizes them with the different stages of marketing research projects, from beginning (briefing) to end (summary of the results in a written report).

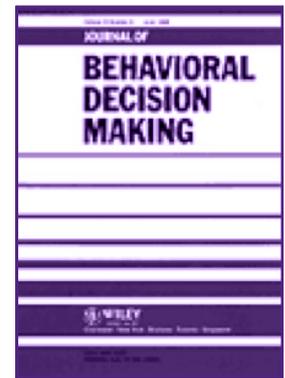
Course 2, "**Strategic Communication 1**", gives an overview of models for explaining consumer behavior, approaches to market segmentation, planning and allocating marketing budgets, and approaches

to measuring advertising effectiveness, including methods that employ biological and observable procedures.

Course 3, "**Brand Management**" or "**Advertising and Brand Management Case Studies**" introduces students to the strategies and techniques of brand management. It looks at the importance of continuity in advertising style, ways of measuring brand images, and different approaches to brand positioning.

Among other aspects, the course places special emphasis on the assessment of potential brand extensions and the measurement of brand value.

The content presented and discussed in Course 4, "**Strategic Communication 2**", includes instruments of communication, the theory and implementation of advertising strategies, the psychological foundations of advertising (theory of perception), and media planning. Students also learn about the structure of the Austrian media landscape. In addition, the course looks at the key criteria for selecting effective media plans.



Research

M.CORE'S GENERAL APPROACH

It is no co-incidence that the word research constitutes part of the institute's name. We are uniquely positioned for interdisciplinary research. Our team is composed of psychologists, marketers, and communication specialists who are able to provide different perspectives on a diverse set of phenomena. In doing so we embrace our mission: We take inspiration from consumers, strive for relevance by focusing on issues that are relevant

to our stakeholders, and involve our stakeholders in the knowledge generation process. Moreover, we aim for excellence by endeavoring to advance theory and application at the international level.

The range of publications, projects and scientific roles (memberships at editorial boards, review boards and juries) highlights our engagement and pays testimony to this commitment.



M.CORE'S RESEARCH TOPICS

Research projects of m.core span three distinct research areas.

(I) Consumer Behavior & Psychology

We focus especially on determinants and processes of financial consumer decisions such as loans or pensions, psychological processes underlying purchase decisions, sustainable and pro-social behavior (specifically donations) and daily practices in dealing with (acquired) objects.

(II) Marketing Communication

The institute has a long history in research on media, advertising effectiveness and image transfer. Several projects are ongoing.

(III) Brand Management

Brand image, brand extensions and country-of origin effects are at the focus of our research on branding.

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Mission Statement

The Institute for Marketing Management aims to be a leading hub in the generation and transfer of marketing knowledge. Our research focuses on today's newest and most relevant marketing phenomena, and strives to expand existing marketing theory and knowledge, using rigorous empirical methods. The newly generated knowledge is disseminated internationally. In our teaching activities, we are committed to presenting our students with an optimal balance of theory and practice to prepare them for the challenges of a career in marketing. In our research and teaching activities we actively search for collaboration with marketing experts and practitioners.



Select partner universities:

- University of British Columbia
 - Copenhagen Business School
 - Bocconi University
 - University of Southern California
 - Erasmus University
 - University of Surrey
 - Massachusetts Institute Of Technology
 - University of Florida
-

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Select external lecturers:

- Dr. Rainer Hasenauer, Honorary Professor
 - Dr. Ewald Judt, Honorary Professor
 - Emanuella Prandelli, Ph.D., Associate Professor, Bocconi University, Milan
 - Dr. Thomas Salzberger, Private Lecturer
 - Dr. Arne Floh, Senior Lecturer in Marketing, Surrey Business School
 - Dr. Alexander Zauner, marketmind GmbH
 - Dr. Reinhard Zuba, Group Chief Marketing Officer, Telekom Austria Group
-



Teaching

SPECIALIZATION (SBWL) OBJECTIVES

The Institute for Marketing Management aims to impart current marketing theory and research findings to its students and to forge a connection between theory and practice. The Specialization (SBWL) in Marketing is a demanding program based on method and research-based teaching with a strong practical orientation. We provide an excellent education which prepares our students for a successful career in marketing. Our graduates have learned how to draw up a marketing plan, are familiar with the most important marketing tools, know how to use quantitative and qualitative methods to deal with issues relevant to the field of marketing,

and have gained expertise in selected sectors and topics in their chosen field, depending on the courses they completed (e.g. industry, services, non-profit, B2B, product development, etc.).

Our graduates typically can be found in management-level marketing positions in national and international companies (e.g. product and brand management, strategic marketing, market research, marketing and business consulting, corporate communications, etc.). The Marketing SBWL is also ideal preparation for advanced studies in an internationally oriented MSc program (e.g. in marketing, general management, international management, innovation, etc.).

PROGRAM STRUCTURE

1 ST SEMESTER Foundations of Marketing Management	2 ND SEMESTER Applied Marketing Management
Course 1 Product Management I: Marketing Planning	Course 4 Marketing Across Industries or Hot Topics in marketing
Course 2 Product Management II: Marketing Mix	Course 5 Marketing research Project or Marketing Consulting Project
Course 3 Marketing Research Methods	

Foundations of Marketing Management (1st Semester)

The Product Management (I and II) and Marketing Research Methods courses form the foundation of the SBWL in the first semester. Product Management I and II deal with strategy development, planning, coordination, and implementation of all product-related measures. The courses cover the entire product cycle from the initial concept to marketing and success assessment. Quantitative market research methods complete the foundation: Conducting and interpreting market and customer analyses are among the key skills students will need during their studies (when writing a bachelor or master thesis) and in their future career

(e.g. as an analyst in corporate or marketing consulting, in market research, or as a product manager).

Applied Marketing Management (2nd Semester)

In the second semester of the SBWL, students can specialize in selected core topics in marketing management, depending on their interests. A real-life, work-intensive marketing project is required before successfully completing the SBWL. This project, which runs throughout the entire semester, gives students the opportunity to practice transferring theoretical knowledge into practice and to reflect critically. Students also gain experience in professional project management.



Research

In our research, our main objective is to generate and publish marketing-related findings. To this end, we apply practice-oriented research methods to investigate current marketing phenomena that have an impact on today's marketing practice. The findings are highly relevant and are regularly published in top international journals in marketing and related fields. The list of selected publications

Select publications:

- All that is Users Might not be Gold: How Labeling Products as User-designed Backfires in the Context of Luxury Fashion Brands. **Journal of Marketing**, forthcoming (C. Fuchs, E. Prandelli, M. Schreier and D. Dahl).
- Towards a new paradigm of measurement in marketing. **Journal of Business Research**, in press (T. Salzberger and M. Koller).
- User-generated versus designer-generated products: A performance assessment at Muji. **International Journal of Research in Marketing**, 30 (June): 160-167, 2013 (H. Nishikawa, S. Ogawa and M. Schreier).
- "The innovation effect of user design": Exploring consumers' innovation perceptions of firms selling products designed by users. **Journal of Marketing**, 76 (September): 18-32, 2012 (D. Dahl, C. Fuchs and M. Schreier).
- The value of crowdsourcing: Can users really compete with professionals in generating new product ideas? **Journal of Product Innovation Management** 29 (March): 245-256, 2012 (M. Potetz and M. Schreier).

below demonstrates the Institute's broad spectrum of research topics. The team's academic research activities are diverse, including fields like new product marketing, product development, new technologies, business models, consumer behavior, service marketing and co-creation, customer empowerment strategies, mass customization, user design, neuromarketing, and marketing methodology.

- Customer empowerment in new product development. **Journal of Product Innovation Management** 28 (January): 17-32, 2011 (C. Fuchs and M. Schreier).
- Further Insights into Perceived Value and Consumer Loyalty: A „Green“ Perspective. **Psychology and Marketing** 28 (12): 1154-1176, 2011 (M. Koller, A. Floh and A. Zauner).
- Why customers value self-designed products: The importance of process effort and enjoyment. **Journal of Product Innovation Management** 27 (December): 1020-1031, 2010 (N. Franke and M. Schreier).
- The „I designed it myself“ effect in mass customization. **Management Science** 56 (1): 125-140, 2010 (N. Franke, M. Schreier and U. Kaiser) 2010 Best Paper Award of the German Academic Association for Business Research (Verband der Hochschullehrer für Betriebswirtschaft) and 2011 Theo Schoeller Award (Munich Best Paper Award Innovation Management).
- The psychological effects of empowerment strategies on consumers' product demand. **Journal of Marketing** 74 (January): 65-79, 2010 (C. Fuchs, E. Prandelli and M. Schreier) (2011 Theo Schoeller Award (Munich Best Paper Award Innovation Management, second rank).

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INSTITUTE FOR
RETAILING & MARKETING

Mission Statement

The main strength of the Institute for Retailing & Marketing lies in its balanced mix of theory and practice. The Institute's research focuses not only on traditional retail and marketing topics, but also includes relevant current issues like CSR, poverty and social media as seen from a retail perspective. Bachelor and master theses written at the Institute are generally based on empirical studies. Our students obtain a sustainable qualification for their future careers, and many of the Institute's approximately 2000 graduates are employed in well-known companies in retail, manufacturing, banking, and consulting.



Our motto:

**"Nothing is as practical as good theory.
And, nothing is as relevant for theory as good practice."
"Our 2000 graduates are our ambassadors."**

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Josef Zotter at the WU



Excursion to Hofer



Talk with the outstanding graduate Dietrich Mateschitz, founder and CEO of Red Bull

Teaching

BACHELOR		
COMPULSORY COURSES	ELECTIVES	FREE ELECTIVES
<ul style="list-style-type: none"> • Retail Marketing (4 ECTS) • Methods of Retail & Marketing Research (4 ECTS) 	<ul style="list-style-type: none"> • Controlling and Key Account Management (4 ECTS) • Distribution Logistics (4 ECTS) • Retailing and Marketing Case Studies (4 ECTS) • Communication and Sales Training (4 ECTS) • Consumer Behavior (4 ECTS) 	<ul style="list-style-type: none"> • Academic Research Techniques for Bachelor Students (Retailing & Marketing) (2 ECTS) • "Praxisdialog" Expert Talks (4 ECTS)

LEARNING OBJECTIVES

The Institute for Retailing and Marketing offers solid training in the theories, methods, and techniques of marketing, with a focus on the specific aspects of retail management. The Institute seeks to give its students a solid understanding of the theoretical foundations of retail marketing and the skills needed for dealing with specific problems in real-life practice. Interdisciplinary work is a priority at the Institute, which is, for instance, reflected in project-based courses and bachelor theses that frequently involve industry partners.

With the "Praxisdialog" expert lectures, the Institute offers an elective that places special emphasis on establishing a personal dialog with industry representatives and gives insights into their work and responsibilities.

Field trips and company visits give students hands-on opportunities to familiarize themselves with the processes and workflows at industrial enterprises and retail companies.

The Institute's graduates have a good general understanding of the foundations of retail marketing, are able to critically analyze retail-related issues, are team players, and are in touch with the practical realities of the field.

COURSES

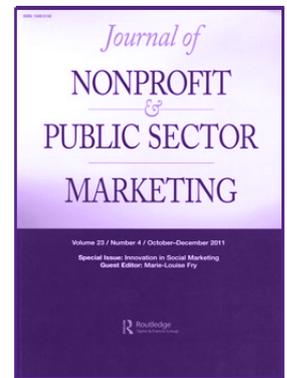
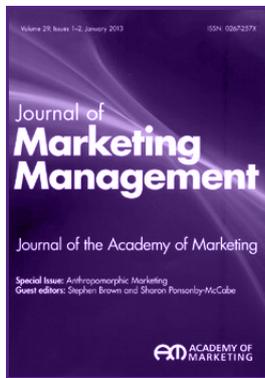
In the bachelor program, the Institute offers two compulsory courses on the fundamentals of retail marketing, which are followed and complemented by numerous in-depth electives that focus on key aspects of retailing, such as sales, logistics, communication, and practical case studies (see table).

BACHELOR THESIS

Students who write their bachelor thesis at the Institute for Retailing and Marketing enjoy close supervision. Usually, empirical approaches are used to investigate the thesis topics. The thesis projects often form part of larger practical or research-oriented collaborations. The numerous awards received by the Institute's students – including, for instance, the ECR Academic Award – testify to the high quality of their work.

ACADEMIC ADVISORS

Members of the Institute's staff act as academic advisors, providing support to students who spend a semester abroad at Keio University, the University of Western Ontario, Nanyang Technological University, the Singapore Management University, or the National University of Singapore.



Research

RESEARCH FOCUS

The Institute for Retailing and Marketing's main areas of research include retail marketing, retail research, logistics and Supply Chain Management, ECR and Category Management, Key Account Management, and sustainability in the retail sector. The Institute places special emphasis on the study of trends in the retail sector, for instance convenience and demographic change.

PUBLICATIONS

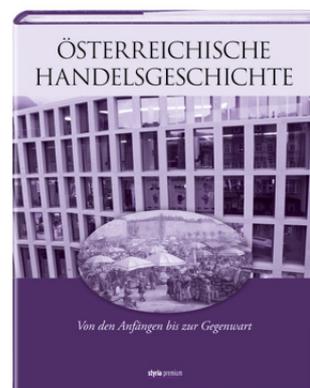
The journal European Retail Research (ERR) and the book series Handel und Marketing, edited by the Institute, regularly publish retail-related scientific studies. Members of the Institute have recently published papers in the following internationally renowned retail-related journals: Journal of Marketing Management; International Review of Retail, Distribution and Consumer Research (IRRDRC); Journal of Nonprofit & Public Sector Marketing; Supply Chain Forum: An International Journal.

RESEARCH PROJECTS

Over the past few years, numerous doctoral research projects have been conducted, based on specific problems and questions facing industrial and retail enterprises. These projects have dealt with topics such as price knowledge, convenience, corporate social responsibility (CSR), efficient consumer response (ECR), category management, and consumers' choice of shop types in the retail sector.

PARTNER UNIVERSITIES (SELECTION)

- **University of Bremen**
Institute for Logistics Management
Bremen, Germany
- **University of Surrey**
Marketing and Retail Management
Surrey, England
- **University of Stirling**
Institute for Retail Studies
Stirling, Scotland
- **University of Florida**
David F. Miller Center for
Retailing Education and Research
Florida, USA
- **University of California**
California, USA



The well-illustrated book „History of Austrian Retail Industry“, co-authored by Professor Peter Schnedlitz was a Christmas best seller in 2012. Leading companies like Hofer (Aldi), Spar and Voest donated it to their business partners and employees.

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Mission Statement

Research and teaching at the Institute focus on service-related issues of marketing management. Our research is interdisciplinary in nature and applies modern empirical methods in marketing and the management sciences. We try to maintain a balance of basic research and applied research projects with industry partners. Our students are seeking research-driven course content and wish to acquire hard skills in marketing research, business analytics, and decision making. Our practice-oriented teaching formats ensure that students acquire the qualifications they need to translate their skills into effective marketing programs.



Our Motto:
"Every business is a service business."

Team



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Select external lecturers & former staff:

- Mag. Claudia Bauer-Krösbacher
 - Dr. Astrid Dickinger
 - Dr. Wolfgang Sovis
 - Professor Dr. Josef Mazanec (Emeritus)
 - Dr. Andreas Zins (on leave)
-



Teaching

SBWL SERVICE MARKETING		
1 ST SEMESTER	Course 1: Service Marketing	Course 2: Marketing Research Design
2 ND SEMESTER	Course 3: Data Analysis and Decision Support in Marketing	Courses 4 & 5: e-Services and Tourism, CRM, Service Innovation, Touristic Project Seminar, etc.
OPTIONAL	Foundations of Scientific Research	Bachelor's Thesis

SBWL OBJECTIVES

We offer our students a top-quality, practically oriented education. Today, every business is a service, and service is being transformed by information technology, which makes service marketing an extremely exciting field to study. Our specialization (SBWL) in Service Marketing prepares students for the challenges faced by such a service-dominated economy. The spectrum ranges from traditional service industries – tourism is a particularly significant sector in Austria – to service innovations offered via online media.

The program's objectives are:

- to provide students with the required management skills and information to solve marketing problems in service-oriented organizations
- to teach students methods of strategic analysis, planning, data collection and data analysis to help them solve these marketing problems
- help students recognize options for applying and implementing what they have learned through real-life practical projects
- advance and strengthen students' skills and knowledge through specialization in selected areas (e.g. service innovation, tourism, eServices, etc.) using a project-oriented approach

PROGRAM STRUCTURE

The SBWL consists of five courses, each worth two credit hours, and can be successfully completed in two semesters. The SBWL is made up of two course types:

Service Marketing Core Courses (Courses 1–3):

These courses focus on the special aspects of a service-dominant approach to marketing. Students are introduced to tools and techniques for tailoring services to customers' needs and to maintain a sustainable service quality. Particular emphasis is placed on the basic concepts of customer relationship management. In addition, our students will acquire the methodological skills required in today's data-rich business world.

Service Marketing Electives (Courses 4 and 5):

In the second semester of the program, students have the opportunity to strengthen their skills in selected areas (e.g. service innovation, tourism, eServices, etc.). Both project-oriented courses and courses focusing on gaining specialist expertise are available, depending on the individual student's interests.



Research

With our research projects, we strive to make a significant contribution to the further development of the marketing discipline. Particular emphasis is placed on solid theoretical and methodological foundations combined with practical relevance. Whenever possible we aim to evaluate our research in real-world settings and to provide decision support for issues of managerial relevance. This often requires research collaboration across disciplinary borders. Findings are documented in articles published in highly-reputed journals including **Marketing Science**, **the Journal of Marketing**, **the Journal of Interactive Marketing**, or **the European Journal of Operational Research (EJOR)**.

Work conducted by the Institute's faculty covers a broad spectrum of research topics. The following is a brief selection of the major topics under investigation at the Institute:

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

In this research area we are particularly interested in studying and forecasting the dynamics in evolving customer-firm relationships using advanced statistical methodology. In a multi-product company context (e.g. in retailing), we also investigate the role of specific products/brands in attracting more or less „valuable“ customer groups to the company. Another stream of research focuses on the study of multichannel shoppers' purchasing behavior and cross-channel sales promotion effectiveness.

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MARKETING AND MANAGEMENT DECISION SUPPORT

We are also working on developing new and/or enhancing existing marketing and management decision support tools. In doing so, we strive to gain insights into the way managers deal with (differently represented) information and how they make their decisions in specific contexts. We develop decision-making tools which enable marketing managers to target their promotional activities to diverse customer segments. In a further research project, we are exploring the impact of different variations of data visualization formats on managers' decision quality.

E-SERVICES AND TOURISM

The key drivers in this research area are recent advances in information technology and their impact on how consumers gather information, make decisions, and interact with organizations. Using semantic web and text-mining technologies, we analyze user-generated content to derive new insights for marketing decision makers. A further project is investigating how low-level features of pictures affect individuals' emotional responses.

MARKETING SCIENCE METHODS

In interdisciplinary teams we aim to develop, adopt and empirically test the performance of newly emerging analytical, computationally intense methodology and/or modeling approaches to marketing problems. Selected areas of interest include the application of data mining techniques, model-based clustering, and psychometric methods in the field of marketing.



Department Highlights

Starting our new Master of Science in Marketing Program (Program Director Professor Thomas Reutterer) has been the outstanding highlight of the year 2012.

RESEARCH

- **Bernadette Kamleitner**, Berna Erki, "Payment method and perceptions of ownership". Marketing Letters 24 (1): 57-69 (WU-Award „Publication 2013“), 2013.
- **Bodo Schlegelmilch** was co-editor (together with Patrick E. Murphy, University of Notre Dame, USA) of a Journal of Business Research special issue on "Corporate Social Responsibility and Irresponsibility", 2013.
- Darren W. Dahl, Christoph Fuchs, **Martin Schreier**, "The innovation effect of user design": Exploring consumers' innovation perceptions of firms selling products designed by users. Journal of Marketing, 76 (September): 18-32, 2012.
- **Christina Holweg**, **Eva Lienbacher**, Social Marketing Innovation: New Thinking in Retailing. Journal of Nonprofit & Public Sector Marketing 23 (4): 307-326, (WU-Award „Publication 2011“), 2011.
- Ana-Marija Ozimec, Martin Natter, **Thomas Reutterer**, GIS-Based Marketing Decisions – Effects of Alternative Data Visualizations on Decision Quality, Journal of Marketing, 74 (November), 94-110, 2010.

HONORS AND AWARDS

- Honorary doctorate (Ph.D.) from Thammasat University, Bangkok for **Bodo B. Schlegelmilch** in 2012.
- American Marketing Association (ACRA/AMA Triennial Conference, Seattle) 2012 Best Paper Award, awarded to Christoph Teller, **Ernst Gittenberger** and **Peter Schnedlitz**.
- Stephan Koren Award 2012, awarded to **Ulrike Kaiser** and Wolfgang Ziniel for their doctoral theses.

- IFITT Thesis Excellence Award 2012, awarded to **Margit Kastner** for her doctoral thesis.
- **Thomas Reutterer** works together with the team of Wittgenstein laureate Wolfgang Lutz on an ERC "Proof of Concept" Grant awarded in 2012 for the project "Predicting Future Markets".
- Vienna Award for Retail Research and Communication 2012 and Dr.-Maria-Schaumayer Award 2012, awarded to **Eva Lienbacher** for her doctoral thesis..
- Rudolf Sallinger Award 2012, awarded to **Ernst Gittenberger** for his doctoral thesis.
- ECR-Academic Partnership Award 2012, awarded to **Eva-Maria Anger** and **Christoph Spiegelfeld** for their bachelor theses.
- Reviewer Award 2012, Journal of Marketing awarded to **Martin Schreier**.
- Tourissimus Award 2012, awarded to **Lisa Polster** for her diploma thesis.
- WU Excellence Teaching Award 2012, awarded to **Astrid Oberhumer**.
- Rudolf Sallinger Award 2012, awarded to **Eva Schörpff** and **Sina A. Weber** for her diploma thesis.
- Rudolf-Sallinger Award 2011 , awarded to **Ulrike Kaiser** for her doctoral thesis.
- Best Paper Award of the German Academic Association for Business Research 2010 , awarded to **Martin Schreier**, Nikolaus Franke and **Ulrike Kaiser** (Management Science, 56 (1), 125-140).

MEDIA COVERAGE AND IMPACT

In the media the Department of Marketing has been by far the most recognized department of WU during the last years. More than 1.000 press clippings prove our impact. In this respect the Institute for Retailing and Marketing holds an outstanding position.

Business Co-operation Partners

- Accelate
 - Accenture
 - AC Nielsen
 - Agrana
 - Agrarmarkt Austria Marketing
 - Arbeiterkammer
 - American Chamber of Commerce in Vienna
 - Apple
 - ARC Seibersdorf Research
 - ASFINAG
 - Austrian Airlines AG
 - Austrian Research Centers
 - Auto Touring ÖAMTC Verlag
 - bauMax
 - Baxter Immuno
 - Böhler-Uddeholm
 - Böhler Thyssen
 - Boehringer Ingelheim
 - Booz & Company
 - Brau Union Österreich
 - Büro für Internationale Forschungs- und Technologiekooperation (BIT)
 - C&A
 - C&C Pfeiffer
 - Coca Cola Hellenic
 - Colgate
 - Connect
 - Danone
 - Degussa
 - Der Standard
 - DiTech
 - dm
 - Eli Lilly
 - Epamedia
 - Erste Bank
 - Europapier Bohemia
 - Felix Austria
 - Franz Blaha Sitz- und Büro-
möbel
 - Frequentis
 - Ford Motor Company (Austria)
 - GEWISTA
 - Gewußt wie Drogerien
 - GfK Austria GmbH
 - Gillette
 - GS1 Austria
 - Haas Waffelmaschinen
 - Henkel CEE
 - Hilti Österreich
 - H&M
 - Horváth & Partner
 - Hofer
 - HPS – Hierhold
Presentations Services
 - Hutchison 3G
 - Infoscreen
 - Johnson & Johnson Medical
 - Jones
 - Kika
 - Kleiderbauer
 - KMU Forschung
 - KTM Motorcycle
 - Lidl
 - L'Oréal
 - Manner
 - Markenartikelverband
 - Marketagent.com
 - marketmind GmbH
 - McKinsey
 - Miele
 - Mobilkom
 - Nah & Frisch
 - OMV Refining & Marketing
 - Oracle
 - ORF
 - Palfinger
 - Paybox Bank
 - P&C
 - Pearl
 - Philips Österreich
 - Procter & Gamble
 - Questers Feine Fische
 - Radlberger
 - Raiffeisenlandesbank NÖ-Wien
 - Raiffeisen Rechenzentrum
 - Reckitt & Coleman
 - Red Bull
 - REWE Group
 - Rotes Kreuz Niederösterreich
 - Roland Berger
Strategy Consultants
 - Schlumberger
 - Schober Information Group
 - Simon, Kucher & Partners
 - Smart Information Systems
 - Sonnentor
 - SPAR Österreich
 - STIHL
 - Telekom Austria Group
 - Tetra Pack
 - Triumph International
 - Umdasch
 - Unilever
 - Verlagsgruppe NEWS
 - Verkehrsbüro
 - Wal-Mart
 - Wien Energie
 - Wiesenthal & Co
 - Wirtschaftskammer Österreich
 - Xerox
 - Zentrale Raiffeisenwerbung
 - ZEV Markant
 - Zielpunkt
 - Zotter
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