

## CURRICULUM

### FOR THE MASTER'S PROGRAM IN MARKETING



Pursuant to § 25 (1) item 10 of the Universities Act 2002 (*Universitätsgesetz* 2002), Federal Law Gazette (*Bundesgesetzblatt*, BGBl.) I No. 120/2002, last amended by the federal act promulgated in Federal Law Gazette I No. 129/2017, the following regulation is passed:

### § 1 Objectives

The Master's Degree Program in Marketing provides students with both a practical and a research-based understanding of customer-oriented organizations and their interactions with various stakeholders.

Based on a relevant bachelor's program or equivalent first-degree program, the Master's Degree Program in Marketing imparts to students the necessary academic and practical skills and knowledge to develop strategic marketing plans in a constantly changing economic environment, both on a national and an international level, and to implement these plans in marketing programs. Students learn the necessary skills to competently structure complex marketing problems and to use high-performance analysis techniques and decision-making tools. Graduates have gained comprehensive skills necessary to apply various theoretical-conceptual approaches and empirical methods to specialized areas of marketing.

The Master's Degree Program in Marketing is aimed particularly at students:

- Who wish to obtain not only immediate practical qualifications but also methodological and conceptual skills qualifying them for specialist and management positions with strategic responsibilities in the all fields of marketing in national and international companies
- Who want to obtain the necessary prerequisites for higher scientific qualifications (particularly PhD candidates) for a future career in research and teaching at universities and/or other research institutions

Having completed the Master's Degree Program, graduates are able to

- Gain a comprehensive understanding of substantial marketing management issues and critically discuss current research findings in the field of marketing
- Reflect on marketing problems from theoretical and methodological perspectives, and apply the resulting insights to marketing decisions in practice
- Think strategically and in a global economic context, and implement marketing strategies in concrete marketing situations
- Appropriately structure, model, and systematically solve practically relevant marketing problems
- Develop new products and services to create added value for the company and potential customers

- Communicate even complex, poorly structured, and new issues and problem cases understandably and appropriately to both experts and laypeople
- Build up individual expertise in selected fields of marketing

Graduates planning on entering into an academic career or a career in marketing consulting should also be able to:

- Investigate and solve complex marketing problems using different qualitative and quantitative analysis tools and decision-making support systems
- Collect empirical data on marketing-relevant issues, and analyze and interpret this data to create a solid foundation for decision making
- Apply progressive analysis methods and marketing methods to make well-founded inferences and conduct empirical performance evaluations of marketing activities

Graduates who intend to take over specialist and/or management positions in companies should also be able to:

- Use marketing instruments and data analysis techniques effectively and apply them appropriately to real problem situations
- Contribute to teams and actively take part in participatory problem-solving processes
- Organize and supervise marketing projects and support their implementation

## **§ 2 Admission Requirements**

(1) The prerequisite for admission to the Master's Degree Program in Marketing is the successful completion of a bachelor's degree program or a *Fachhochschule* (university of applied sciences) bachelor's program or an equivalent first-degree program in a relevant discipline at a recognized post-secondary educational institution in Austria or abroad. Admission to the Master's Degree Program in Marketing is regulated by a selection procedure pursuant to § 63a (8) of the Universities Act 2002.

(2) Dual application of examinations to the Master's Degree Program in Marketing through credit transfer of examinations completed in the first-degree program in a relevant discipline pursuant to (1) is not permissible.

## **§ 3 Classification, Structure, Total Credit Hours**

(1) The Master's Degree Program in Marketing is a degree program in social and economic sciences within the meaning of § 54 (1) of the 2002 University Act.

(2) The Master's Degree Program in Marketing is a four-semester program.

(3) The Marketing major is made up of 120 ECTS credits and 40 credit hours. The master's thesis is worth 20 ECTS credits, and the subjects of the Master's Degree Program in Marketing account for the remaining 100 ECTS credits.

(4) The Double Degree major in cooperation with the Università Commerciale Luigi Bocconi is worth a minimum of 120 ECTS credits. The master's thesis is worth 20 ECTS credits, and the subjects of the Master's Degree Program in Marketing account for the remaining 100 ECTS credits; the total number of courses and examinations successfully completed may not be worth less than 100 ECTS credits.

(5) In the Double Degree major at Università Commerciale Luigi Bocconi, the first year must be completed at WU, and the second year of the program is to be completed at Università Commerciale Luigi Bocconi.

(6) The Master's Degree Program in Marketing will be held entirely in English.

## § 4 Types of Examinations

(1) The examination types indicated in this curriculum are defined in the examination regulations of Vienna University of Economics and Business. This Curriculum, together with the Exam Regulations, forms a curriculum pursuant to § 25(1) item 10 of the Universities Act 2002.

(2) The examination regulations valid at Università Commerciale Luigi Bocconi apply to all courses and examinations taken at Università Commerciale Luigi Bocconi for the Double Degree major at Università Commerciale Luigi Bocconi.

## § 5 Majors

After completion of the courses and exams common to both majors, the two majors Marketing or Double Degree Università Commerciale Luigi Bocconi are available.

## § 6 Common Courses and Examinations

The following compulsory courses and examinations are common to both majors in the Master's Degree Program in Marketing:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Customer-Focused Management (12.5 ECTS credits):</i>			
Customer-Centric Management	7.5	3	PI <sup>1</sup>
Consumer and Buyer Behavior	5	2	PI
<i>In Strategic and Instrumental Aspects of Marketing (25 ECTS credits):</i>			
Global Marketing Strategy	5	2	PI
Marketing Metrics and Performance Measurement	5	2	PI
New Products Development and Brand Management	7.5	3	PI
Marketing Communications	7.5	3	PI

<sup>1</sup> PI – *prüfungsimmanent*, course with continuous assessment of student performance

## § 7 Master's Thesis

(1) Each student is obliged to submit a master's thesis worth 20 ECTS credits.

(2) In their master's theses, the students have to demonstrate their ability to independently handle a topic with the help of academic research methods.

(3) The topic of the master's thesis is to be chosen from one of the subjects of the Master's Program in Marketing. Marketing major students are entitled to propose topics themselves or choose topics from suggestions provided by available supervisors. Apart from that, § 33 of the Bylaws of the Vienna University of Economics and Business applies.

(4) Double Degree Università Commerciale Luigi Bocconi students shall write their master's thesis at Università Commerciale Luigi Bocconi. The master's thesis shall be supervised and graded by a Vienna University of Economics and Business faculty member in possession of a *venia docendi*.

## **§ 8 Completion of the Master's Program**

(1) After a Marketing major student has successfully completed all required courses and examinations and the master's thesis, a certificate will be issued evidencing the successful completion of the Master's Degree Program in Marketing.

(2) After a Double Degree Università Commerciale Luigi Bocconi student has successfully completed all required courses and examinations, the master's thesis, and has presented a certificate documenting the successful completion of all required examinations at Università Commerciale Luigi Bocconi, a certificate will be issued evidencing the successful completion of the Master's Degree Program in Marketing, with an additional reference that two semesters of the program were completed at Università Commerciale Luigi Bocconi.

## **§ 9 Academic Degree**

Graduates of the Master's Degree Program in Marketing will be awarded the academic degree Master's of Science (WU), abbreviated as MSc (WU).

## **Marketing Major**

### **§ 10 Courses and Examinations**

(1) The major in Marketing consists of courses and examinations in the following compulsory subjects:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Marketing Research and Planning Techniques (25 ECTS credits):</i>			
Marketing Research Design and Analysis	7.5	3	PI
Marketing Engineering and Marketing Models	5	2	PI
Advanced Marketing Research Methods	5	2	PI
Marketing Study Project	7.5	3	FS <sup>2</sup>
<i>In Marketing Responsibilities in Organizations and Society (7.5 ECTS credits):</i>			
The Role of Marketing in a Knowledge-Based Society	2.5	1	PI
Marketing and Society Interface	5	2	PI
<i>In Foreign Language and Personal Skills (10 ECTS credits):</i>			
Presenting or Negotiating in a Foreign Language	5	2	PI
Personal Skills	5	2	PI
<i>In Selected Topics in Marketing (20 ECTS credits):</i>			
Selected Topics in Marketing I	5	2	PI
Selected Topics in Marketing II	5	2	PI

Selected Topics in Marketing III	5	2	PI
Selected Topics in Marketing IV	5	2	PI

<sup>2</sup> FS - *Forschungsseminar*, research seminar

(2) Students may select one of the following languages for the course “Presenting or Negotiating in a Foreign Language”: English, French, Italian, Spanish, or Russian.

## § 11 Specific Requirements for Admission to Examinations

Successful completion of the courses Customer-Centric Management, Consumer and Buyer Behavior, and Marketing Research Design and Analysis is a prerequisite for admission to the course Advanced Marketing Research Methods and to the subject Selected Topics in Marketing.

## Double Degree major taken at Università Commerciale Luigi Bocconi

### § 12 Selecting Participants

The courses and examinations of the Double Degree major at Università Commerciale Luigi Bocconi are available to only a limited number of students. The number of available places will be announced in each year in the fall for the following academic year. Selection is based on an evaluation of the candidates conducted during the application phase, and on academic progress and grade point average achieved in the candidates' first semester.

### § 13 Courses and Examinations

(1) The following courses and examinations must be completed at Vienna University of Economics and Business as part of the Double Degree major taken at Università Commerciale Luigi Bocconi:

<i>Course title</i>	<i>ECTS credits</i>	<i>Credit hours</i>	<i>Type of examination</i>
<i>In Marketing Research and Planning Techniques (12.5 ECTS credits):</i>			
Marketing Research Design and Analysis	7.5	3	PI*
Marketing Engineering and Marketing Models	5	2	PI
<i>In Marketing Responsibilities in Organizations and Society (2.5 ECTS credits):</i>			
The Role of Marketing in a Knowledge-Based Society	2.5	1	PI
<i>In Foreign Language, and Personal Skills (10 ECTS credits):</i>			
Presenting or Negotiating in a Foreign Language	5	2	PI
Personal Skills	5	2	PI

\**prüfungsimmanent* (PI), i.e. course with continuous assessment of student performance

(2) Students may select one of the following languages for the course Presenting or Negotiating in a Foreign Language: English, French, Italian, Spanish, or Russian.

(1) For the Double Degree major at Università Commerciale Luigi Bocconi, students must complete the subject 'Double Degree Studies – Marketing Management' offered as part of the Master's Program in Marketing Management at Università Commerciale Luigi Bocconi or the subject 'Double Degree Studies – Economics and Management of Innovation & Technology' offered as part of the Master's Program in Economics and Management of Innovation & Technology at Università Commerciale Luigi Bocconi. The individual courses and examinations required to complete these subjects will be determined by the WU Vice-Rector for Academic Programs and Student Affairs before the start of the second year of the program, based on the Double Degree Agreement made between WU and Università Commerciale Luigi Bocconi and on the program's qualification profile.

## **§ 14 Effective Date**

(1) This Curriculum shall enter into force on October 1, 2012.

(2) This Curriculum shall replace the curriculum for the Master's Program in Marketing pursuant to the resolutions of the Committee for Academic Programs dated November 9, 2006, July 10, 2008, May 14, 2009 and May 10, 2011, approved by the Senate on November 15, 2006, July 11, 2008, May 27, 2009 and May 18, 2011.

(3) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated June 5, 2012, approved by the Senate on June 20, 2012, will enter into force on October 1, 2012.

(4) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated November 19, 2013, approved by the Senate on December 4, 2013, will enter into force on October 1, 2014.

(5) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated January 14, 2014, approved by the Senate on January 29, 2014, will enter into force on October 1, 2014.

(6) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated October 7, 2014, approved by the Senate on December 3, 2014, will enter into force on October 1, 2015.

(7) The amendments to this Curriculum pursuant to the resolution of the Committee for Academic Programs dated March 1, 2016, approved by the Senate on March 16, 2016, will enter into force on October 1, 2016.

(8) The amendments to this regulation as published in the WU Bulletin No. 40 of June 27, 2018 shall enter into force on October 1, 2018.

## **§ 16 Transitional provisions**

Degree program students who have already completed or had recognized one of the courses Consumer and Buyer Behavior, Strategic Marketing in a Globalized Economy, Marketing Communications, or one of the electives before October 1, 2014 are entitled to complete the Master's Degree Program in Marketing under the version of the curriculum valid on September 30, 2014. In addition, these students are entitled to voluntarily change over to the curriculum valid after October 1, 2014 during any enrollment period.