

Marketing Spring Program 2022

WU (Vienna University of Economics and Business) & IMC University of Applied Sciences Krems

Factsheet for WU students

Quick facts
<p>The Marketing Spring Program will take place from May 16 until May 27, 2022 and builds on the faculty's expertise of WU (Vienna University of Economics and Business) and IMC University of Applied Sciences Krems.</p> <p>For two weeks a group of international bachelor students, from WU's and IMC's international partner institutions, as well as regular WU and IMC students, will jointly attend this intensive short program and work together on a real-world marketing project.</p> <p>The participants will have the opportunity to learn how effective marketing tools support marketing decisions, especially when applying the theoretical concepts in a group project. Students are expected to efficiently coordinate with the other students and to actively contribute to the project work for the duration of the program.</p> <p>The program includes an enrichment program with the aim of offering both a high quality academic and intercultural experience for the participants.</p> <p>We plan to offer the Marketing Spring Program on-site in Austria, on WU's and IMC's Campuses in Vienna and Krems. The program includes social and cultural activities, ranging from a city tour to a wine tavern visit (<i>Heuriger</i>), as well as social events. The aim is to give visiting students a taste of Austrian and European culture while providing opportunities for networking and socializing.</p>
Academic team
<p>The academic program will be taught by a team consisting of lecturers from WU and IMC.</p>
Credits & contact hours
<p>Credits: 6 ECTS credits Contact hours: 50 contact hours (à 45 min each)</p> <p>Participating students will receive a WU certificate with a grade for this program. The final grade will be based on the group project work and on the students' individual course performance (including pre-course assignments and active participation in class).</p>
Dates and registration
<p>Program dates: May 16 to May 27, 2022</p> <p>LPIS registration period for WU students: February 17 - February 27, 2022 LPIS registration period for WU semester exchange students: January 26 - February 3, 2022</p> <p>Please note that the number of spots in this program are limited.</p>
Credit transfer
<p>Credit transfer options will be announced on this website. All credit transfer possibilities are subject to change.</p>

Program fee and services

Participating WU students and WU semester exchange students do not pay a program fee. However, they are still expected to participate in some social/extracurricular activities to foster intercultural exchange within the program. When participating in social/extra-curricular activities, WU students and WU semester exchange students are responsible for the related costs (e.g. expenses for meals, entrance tickets, and sightseeing tour fees, etc.).

Contact information

Contact WU Vienna:

Christina Kampe
International Office, WU Vienna

Tel.: +43 1 31336 4314
Email: christina.kampe@wu.ac.at or
spwu@wu.ac.at

Contact IMC UAS Krems:

Doris Molnar, Bianca Braun
International Welcome Center

Tel.: +43 2732 802 – ext 526 or 263
Email: welcome@fh-krems.ac.at

Website

[Marketing Spring Program](#)