



Marketing Spring Program 2020

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



Quick facts

The **Marketing Spring Program** will take place from **May 18 until May 29, 2020**, and builds on the faculty's expertise of WU (Vienna University of Economics and Business) and IMC University of Applied Sciences Krems. For two weeks a group of **international bachelor students**, from WU's and IMC's international partner institutions, will jointly attend this intensive short program and work together on a real-world marketing project. During week one students will be in Vienna, while in week two the program takes place in Krems.

The program also includes social and cultural activities in Vienna and Krems with the aim of offering both a high quality **academic and intercultural experience** for the participants.

The academic program will be taught by a team consisting of **lecturers from WU and IMC**.

[Margit Kastner \(WU Vienna\)](#)

[Christian Maurer \(IMC Krems\)](#)

[Claudia Bauer-Krösbacher \(IMC Krems\)](#)

The participants will have the opportunity to learn how effective marketing tools support marketing decisions, especially when applying the theoretical concepts in a **real-life 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.

The program also includes **sightseeing & cultural activities**, ranging from a city tour to a vine tavern visit (*Heuriger*), 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.

Credits & contact hours

Credits: 6 ECTS-credits

Contact hours: 38 contact hours

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-assignments and participation in class).

Dates

Program dates: May 18 to May 29, 2020

Arrival days: Sunday, May 17, 2020

Departure day: Saturday, May 30, 2020

Nomination deadline for WU partner universities: February 15, 2020

Application requirements

Application requirements for the Marketing Spring Program are **current enrollment in an undergraduate program in business studies, excellent English language skills and the official nomination for the program by a WU Vienna or IMC Krems partner university**.

Nomination and application

Students should be nominated by the nomination deadline on February 15, 2020. For this purpose, WU will provide a nomination form.

After nomination, students will be asked to fill out an **online application form** and upload all necessary supporting documents (CV and letter of motivation). The link to the online application form will be sent to nominated students via email by the program manager.

Program fee

Students do not pay tuition fees for the program; however, a participation fee to cover program services is required (details in following section).

To give students the flexibility to also arrange accommodation for themselves, applicants can opt for a program package either with or without accommodation:

	Program fee
Program fee without accommodation	EUR 500
Program fee including accommodation in a hotel next to WU Vienna & IMC Krems	<i>Single room: tbc</i> <i>Double room: tbc</i>

Services

The program fee includes:

Transport/logistics:

Public transport ticket in Vienna
Transfer to Krems
Course materials
Lunch on lecture days

Cultural events:

Sightseeing tours in Vienna and Krems
A cultural event in Vienna: Vienna State Opera (*subject to availability*)
A cultural event near Krems: a trip to Wachau (*subject to availability*)

Social events:

Welcome reception
International cultural evening
Evening at Viennese wine tavern
Farewell reception

Students have access to the campus infrastructure, including WiFi on campus and the university's libraries.

Contact information

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Website

www.wu.ac.at/en/programs/incoming-students/marketing-spring-program