

Marketing Spring Program 2021

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

<p>Quick facts</p> <p>The Marketing Spring Program will take place from May 17 until May 28, 2021, 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, if the COVID-19 situation allows. 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, all with the necessary health precautions.</p> <p>However, we may need to adjust our program according to public health updates and switch to a distance-learning format if necessary. We will update our website regularly and keep partner universities and nominated students informed. The final decision on the mode of teaching (on-campus or distance-learning) will be announced in January 2021.</p>
<p>Academic team</p> <p>The academic program will be taught by a team consisting of lecturers from WU and IMC. Margit Kastner (WU Vienna) Christian Maurer (IMC FH Krems) Claudia Bauer-Krösbacher (IMC FH Krems)</p>
<p>Credits & contact hours</p> <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>
<p>Dates</p> <p>Program dates: May 17 to May 28, 2021 Latest day of arrival: Sunday, May 16, 2021 Earliest day of departure: Saturday, May 29, 2021</p> <p>Nomination deadline for partner universities: January 22, 2021 Application Deadline: February 28, 2021</p>
<p>Application requirements</p> <p>Application requirements for the Marketing Spring Program are</p> <ul style="list-style-type: none"> - current enrollment in an undergraduate program in business studies, - excellent English language skills and

- **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 January 22, 2021**. For this purpose, WU will provide a nomination form. Please note that the program has a limited number of spots. Therefore, nominations should be sent to WU/IMC as soon as possible.

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

Program fee and services

Students do not pay a tuition fee for the program. However, we charge a fee to cover program services. To give students the flexibility of choice, applicants book the accommodation on their own.

Program fee:	€ 515
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The program fee includes:

Logistics:

Course materials
Lunch on lecture days

Cultural events:

City tour in Vienna and Krems
A cultural event in Vienna
A cultural event in Krems

Social events:

Welcome and farewell reception
International cultural evening

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

Accommodation

IMC Krems as well as WU Vienna will provide all students with accommodation options. However, participants are not bound to these suggestions. They can choose further accommodation options in Vienna as well as in Krems. The program also allows for commuting between Vienna and Krems on a daily basis.

Contact information

Contact WU Vienna:

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Contact IMC UAS Krems:

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Website

[Marketing Spring Program 2021](#)