

## Vienna Spring Program: Marketing for a Better World

WU (Vienna University of Economics and Business)

### Course outline

Course title	Title
<b>Instructor</b>	<p><i>Eva Marckhgott</i>  <i>eva.marckhgott@wu.ac.at</i>  <i>WU Vienna, Institute for Marketing and Consumer Research</i></p> 
<b>Language of instruction</b>	English
<b>Course level</b>	Undergraduate
<b>Contact hours</b>	22 teaching hours (45 minutes each)

### Aim of the course

We live in a rapidly changing world, facing complex political, environmental, economic, and health challenges that deeply influence consumer behavior and societal needs. Understanding these shifts is crucial for anticipating future consumer dynamics and the role marketing can play in addressing these issues. How can marketing contribute to solving societal problems while adapting to the evolving needs of consumers?

In this highly interactive, collaborative and practical course, we explore the dynamic interplay between ongoing societal challenges (e.g. climate crisis, social polarization, aging population, social inequality, mental health issues) and contemporary and future consumer needs. Together, we identify market responses (e.g. new product development, new business models, branding or communication strategies) that (successfully) address both the pressing societal challenges and evolving consumer needs.

### Learning objectives

After successfully completing this course, students will:

- have a comprehensive understanding of contemporary societal challenges
- understand the dynamic interplay of factors that influence contemporary consumer needs and desires and the resulting complex challenges for marketing practice
- be able to collaborate effectively within cross-cultural groups
- be capable of working on real-life case studies and deriving practical, actionable implications

### Prerequisites and/or admission requirements

Application requirements for the program are current enrollment in an undergraduate program (or equivalent), with a focus on business administration/economics, as well as a successfully completed course on marketing basics.

Applicants interested in participating in the Vienna Spring Program on Marketing for a Better World need an excellent command of the English language.

### Teaching methods

Teaching methods include but are not limited to:

- Lecture
- Guest talk
- Practitioner group project
- Group brainstorming sessions
- Group presentations
- Coaching

### Pre-course assignment

Find and take a picture of a marketing activity (e.g., an ad, product, service, or business model) that addresses a current societal problem (e.g. climate crisis, social polarization, aging population, social inequality, or mental health issues). Place this picture on a PowerPoint slide (no additional text needed) and be prepared to give a 1-2 minute elevator pitch explaining why you chose this example.

### Course contents

<b>Day 1</b>	<b>Connect and Kick-Off:</b> Meet your peers, form groups, present your pre-course assignments, and dive into the course topic.
<b>Day 2</b>	<b>Consumer and Society Dynamics:</b> Explore the dynamic relationship between consumer behavior and societal challenges through an engaging lecture.
<b>Day 3</b>	<b>Case Study Kick-Off:</b> Launch into the case study with a guest talk, followed by a collaborative brainstorming session to generate initial ideas.
<b>Day 4</b>	<b>Case Work and Coaching:</b> Dedicated time to develop your case study with guidance and coaching available throughout the session.
<b>Day 5</b>	<b>Final Pitches:</b> Present your case study solutions and strategies to the practitioner, showcasing your team's work.

### Criteria for successful completion of the course

As this is a highly interactive course, regular attendance and in-class participation are expected. Students are expected to engage in their group work.

Grade scheme:

- 0 - 59 points: fail (5)
- 60 - 69 points: sufficient (4)
- 70 - 79 points: satisfactory (3)
- 80 - 89 points: good (2)
- 90 - 100 points: excellent (1)

### Assessment

Pre-course assignment (individual): 20%  
Participation (individual): 10%  
Peer evaluation (individual): 10%  
Group project: 60%

**Course literature (cases, papers, online material...)**

Lecture slides will be provided during class.

**Further readings suggested by the lecturer(s)**

Will be provided during class.

*Please note the following information on the total minimum workload of the respective course:*

<b>Course level</b>	<b>ECTS-credits</b>	<b>Pre-course workload</b>	<b>In-class activity</b>	<b>Outside of class workload during the program</b>
Undergraduate	3	2h	18 h	4h