

Factsheet
Vienna Spring Program:
Marketing for a Better World
WU Vienna (Vienna University of Economics and Business)
March 1 – March 7, 2025

Quick Facts

The **Vienna Spring Program: Marketing for a Better World** will take place from **March 1 – March 7, 2025**, for a group of **undergraduate students** from both international partner institutions and WU, who will jointly attend and work together in this **intensive academic program**.

The course program will be taught **by Dr. Eva Marckhgott** from [WU's Institute for Marketing & Consumer Research](#). The participants will have the opportunity to learn about modern approaches to marketing and its role in addressing current societal challenges. Students will be working on **real-life projects** and are expected to proactively contribute to the work in cross-cultural teams. The program is worth **3 ECTS credits**.

The program includes **social and cultural activities on-site**, to give students a taste of Austrian culture while providing opportunities for networking and socializing, with the goal of offering both a high quality **academic and intercultural experience** to participants.

Participating students will receive a WU certificate with a grade for this one-week full-time program. The final grade will be based on the group project work and on the students' individual course performance (including pre-course assignments and participation in class).

Application Requirements

Application requirements for Marketing for a Better World are **current enrollment in business-related undergraduate program**, a successfully **completed course on marketing basics**, as well as **excellent English language skills**. The number of participants is limited to foster a close cooperation between students and faculty.

It is recommended that WU partner universities nominate their students for the program, but the students can also apply themselves.

Nomination and Application Procedure

Students from WU partner universities

It is recommended that WU partner universities nominate students for the program **by November 30, 2024**. Partner universities are asked to reach out via email to discuss a nomination quota. A nomination form will be provided. Upon nomination by their home university, students will be asked to fill out an online application form and upload all necessary supporting documents (CV and motivation statement). The link to the application form will be sent to nominated students via e-mail.

Students can also apply for the program without being nominated by their home university. The application form will be provided on this [website](#).

Application period for both nominated students and students who apply for the program without prior nomination is **November 25 - December 15, 2024**.

WU Students

WU students need to register for the program via WU online system (LPIS) from **January 22 – February 07, 2025**.

Program Fee & Services

For the Vienna Spring Program "Marketing for a Better World", students do not pay tuition fees at WU. However, a program fee to cover program services is required.

Program Fee	€ 470
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The program fee includes:

- Public transport ticket for Vienna for the course duration
- Lunch in the WU cafeteria Monday through Friday
- Course materials
- Grade certificate
- Company visits and / or guest speaker sessions
- Selected social and cultural events, such as a sightseeing tour of Vienna, a daytrip to Salzburg, welcome and farewell events, waltz class
- Access to WU infrastructure, including WiFi on campus and the university's library
- Support from the WU Vienna International Office

Please note that the program fee does not include accommodation. We will recommend various options on our [website](#). Students are not bound to these options.

WU students are exempt from paying the fee, but need to pay for optional social events should they wish to attend them.

Additional optional social events will be announced in due course.

Website and Contact

Web: <https://short.wu.ac.at/marketing-for-a-better-world>

E-Mail: springprograms@wu.ac.at