

SBWL-Messe der ÖH WU Januar 2024





**Univ.Prof. Dr.
Marius Lüdicke**

Head of the IMM



**ao.Univ.Prof.
Mag.Dr.Phil.
Elfriede Penz**

Deputy Head of the IMM



**Prof. Dr.
Mag.Dr.rer.soc.oec.
Barbara Stöttinger**

Dean of the Executive Academy



**Mag. Thomas
Freudenreich**

Research and Teaching Associate



Mag. Milos Ivanis

Research and Teaching Associate



Pamela Taylor

Institute Assistant



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Institute for International Marketing Management
2015 | 2017



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2021 | 2023



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Mag. Alexander Koppel
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2006 | 2024



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Competence Center for Empirical Research Methods
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1979 | 2024



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kirti.sharma@wu.ac.at
Institute for International Marketing Management
2022 | 2022



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Institute for International Marketing Management
2016 | 2019



Maximilian Ken Stein
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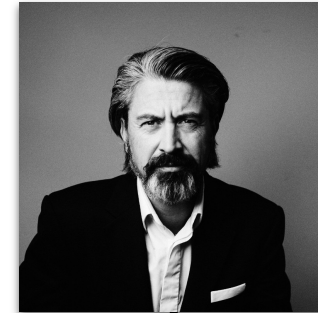
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2012 | 2013



Eduarda Vogau
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Institute for International Marketing Management



COPULA VENTURES

Managing Partner

COPULA VENTURES

Mar 2017 - Present · 7 yrs 3 mos
Vienna



Chief Commercial Officer

Red Bull Media House

Jul 2008 - Dec 2016 · 8 yrs 6 mos
Austria, United Kingdom, United States



Hutchison 3G

5 yrs 9 mos



Director Products & Commercial Development

May 2005 - Jun 2008 · 3 yrs 2 mos

Global Media Marketing





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2012 | 2013



Eduarda Vogau
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Management Development Institute, Gurgaon
Full-time · 12 yrs 2 mos

● **Associate Professor, Marketing**
Sep 2023 - Present · 9 mos
Gurugram, Haryana, India · On-site



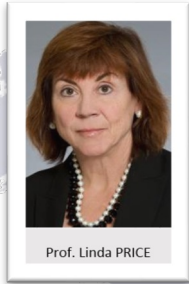
Member of Communication Strategy committee
Ministry of Statistics and Programme Implementation · Contract
2020 - Present · 4 yrs 5 mos
New Delhi, Delhi, India



Associate Professor
Lal Bahadur Shastri Institute of Management
May 2009 - Apr 2012 · 3 yrs
New Delhi Area, India

Global Marketing Communications





Prof. Linda PRICE



Prof. Kazuhiro ASAKAWA



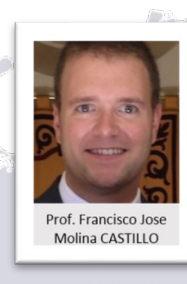
Prof. Tamer CAVUSGIL



Prof. Joe HAIR



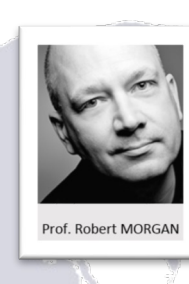
Prof. Constantine KATSIKEAS



Prof. Francisco Jose Molina CASTILLO



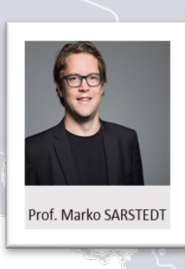
Dr. Mark CLEVELAND



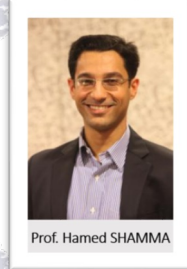
Prof. Robert MORGAN



Prof. Rajan NATARAJAN



Prof. Marko SARSTEDT



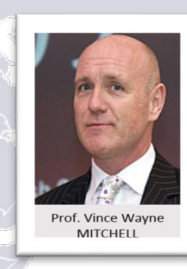
Prof. Hamed SHAMMA



Prof. Artur BALDAUF



Prof. Wendy WAN



Prof. Vince Wayne MITCHELL



Dr. Andrés BAUER



Prof. Janine PAYAN



Prof. Rayan VARADARAJAN



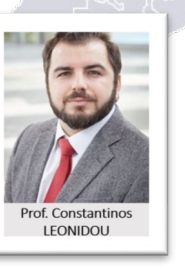
Dr. Pia POLSA



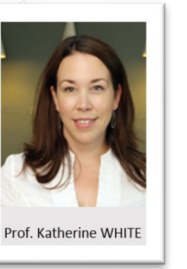
Prof. Matthew ROBSON



Dr. Sandra AWANIS



Prof. Constantinos LEONIDOU



Prof. Katherine WHITE



Prof. Barbara CATER

AND MORE...





Global consumer society



Equality, diversity, inclusion



Sustainability



Consumer behaviour



Global brands

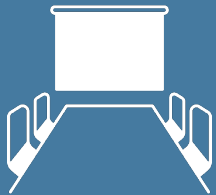


Global strategy and innovation

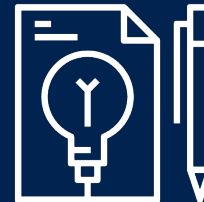




100+
Publications in
Top Journals



100+
Presentations at
International
Conferences



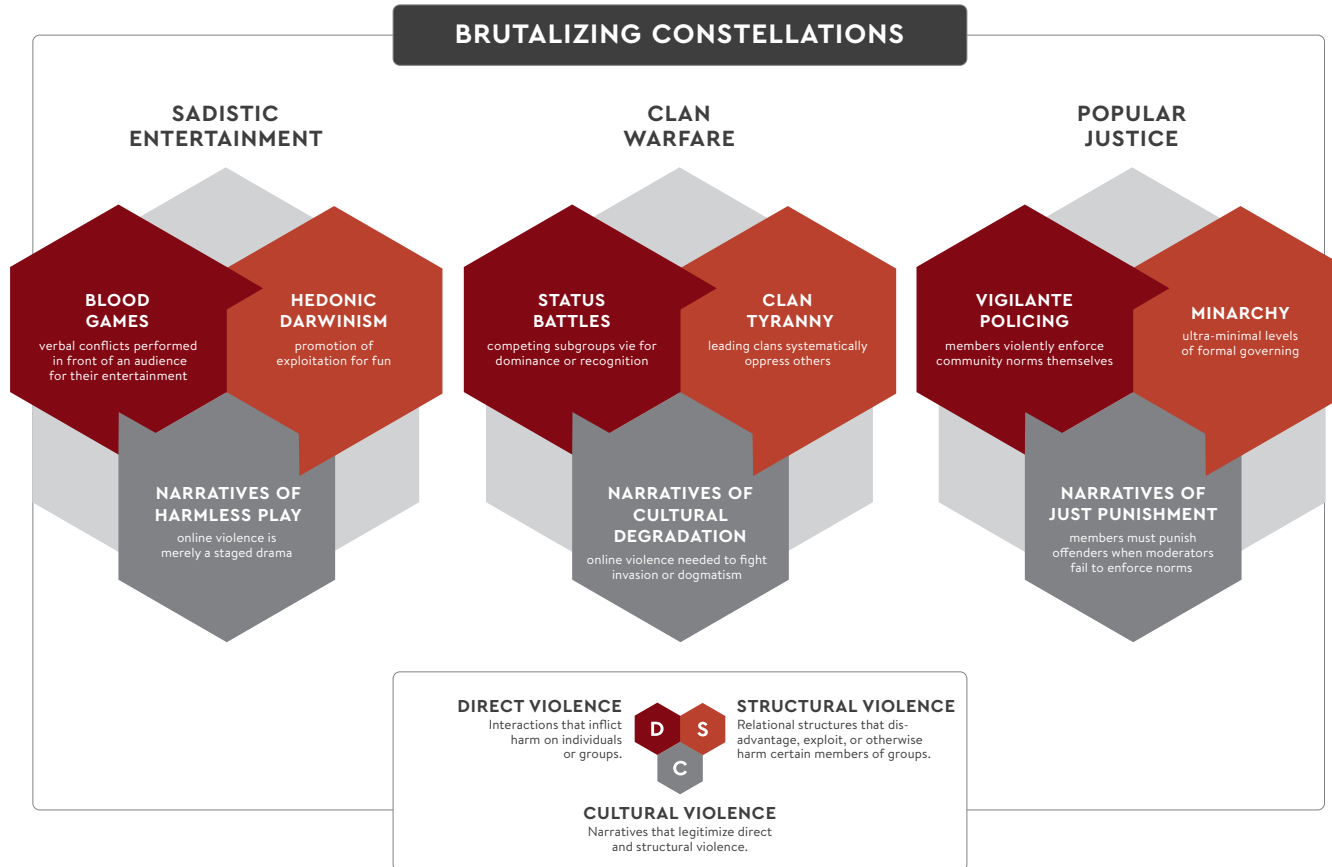
10+
National and
European
Research Projects



20+
Research and
Teaching Awards

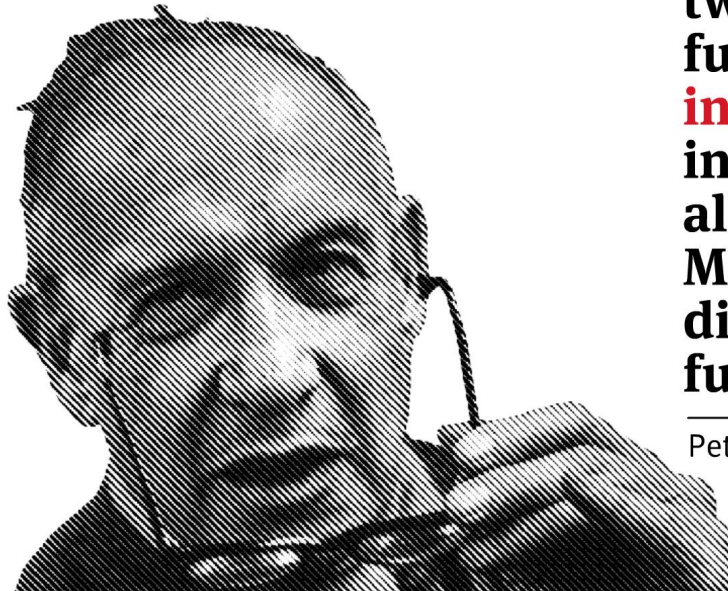


20+
Journal Review
Board Memberships





Why Specialize in International Marketing Management?



“
The business enterprise has two - and only two - basic functions: **marketing and innovation**. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.

Peter Drucker

”

Why Specialize in International Marketing Management?

The world has become a gigantic global market. The **most exciting companies you can work for today** are operating in multiple countries.

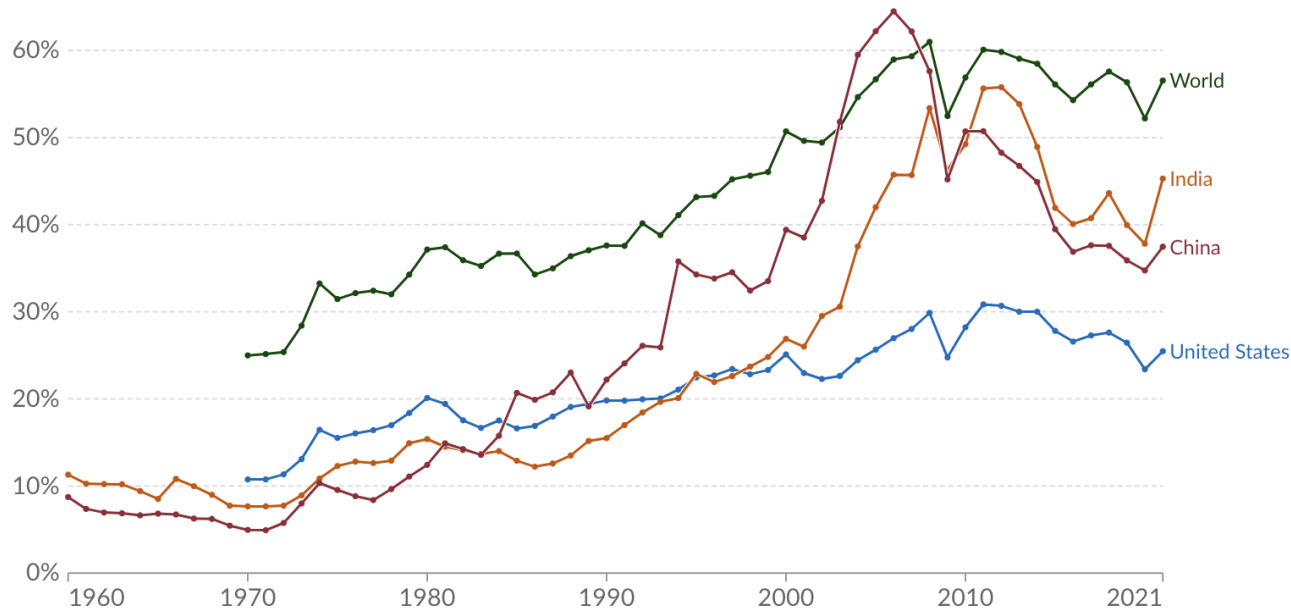
Trade as share of GDP, 1960 to 2021

Shown is the 'trade openness index' – the sum of exports and imports of goods and services, divided by the gross domestic product.

Our World
in Data

+ Add country or region

All together ▾



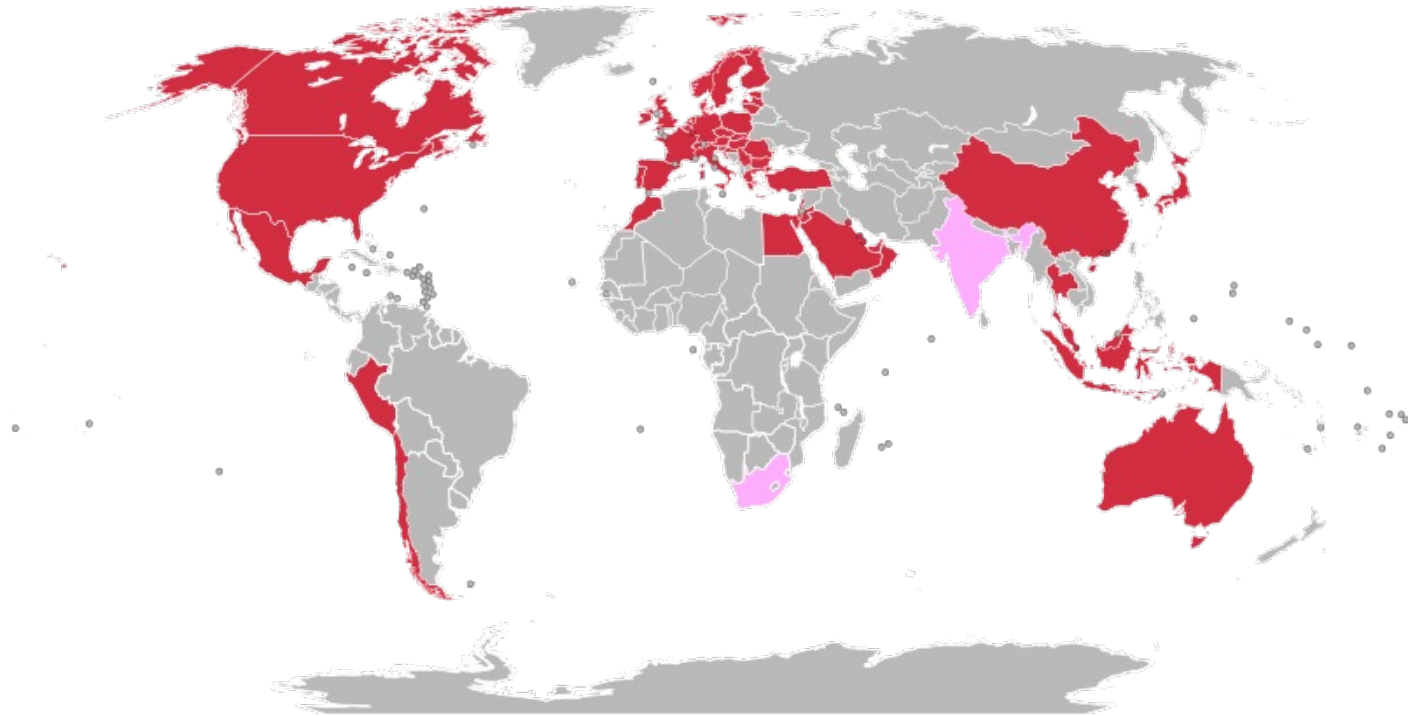
Source: World Bank and OECD

OurWorldInData.org/trade-and-globalization • CC BY

Why Specialize in International Marketing Management?

If you want to **serve, or even save, the world**, you need a profound understanding of **how companies compete and collaborate** internationally.

H&M

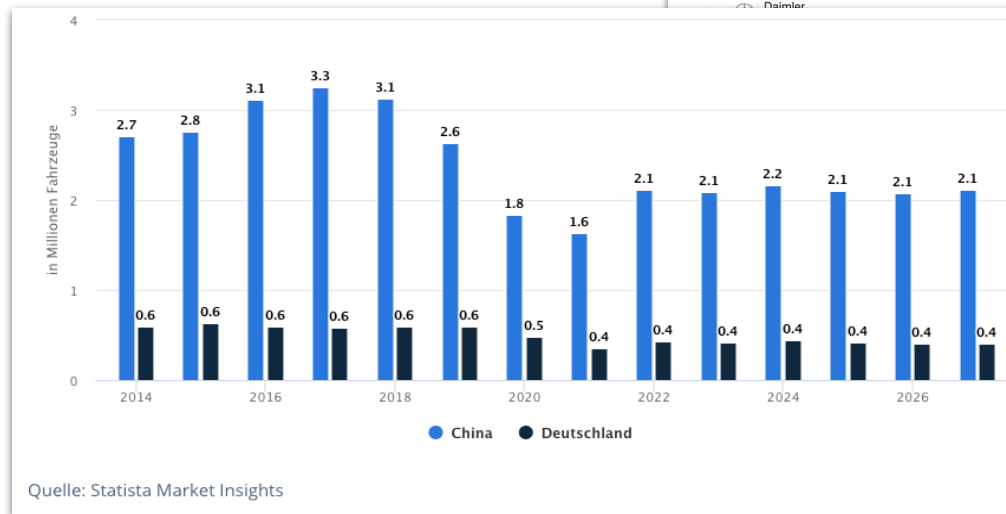


Why Specialize in International Marketing Management?

Currently, trade tensions are rising between USA/EU and China based on “uneven playing fields”*. **As a trained global marketer, you will be able to navigate these challenges and compete internationally.**

Largest automakers by market capitalization
companies: 38 total market cap: \$2.154 T

Rank	Name	Market Cap	Price	Today	Price (30 days)	Country
1	Tesla TSLA	\$773.52 B	\$816.04	7.94%		USA
2	Toyota TM	\$211.67 B	\$152.67	-0.56%		Japan
3	Volkswagen VOW3.DE	\$98.74 B	\$181.57	-0.03%		Germany
4	BYD 002598.SZ	\$87.67 B	\$33.69	0.09%		China
5	NIO NIO	\$84.61 B	\$54.28	7.49%		China
	Daimler	6.26 B	\$71.29	0.66%		Germany



Why Specialize in International Marketing Management?

Today, people, money, products, fashions, tastes, and ideas travel across the globe in all directions. **As a global marketer, you follow international trends to build the strongest brands.**



“People from Hong Kong, Japan and the Philippines loved the mop-topped Englishmen from Liverpool in the **1960s**. In Japan, a Beatles fan described their show as a “social phenomenon” which led to the birth of a real Japanese rock music scene.”



“50 years after „Beatlesmania“ swept the globe, Korean band BTS successfully invaded the US, fans from all around the world also cry, scream and sing along at concerts. In 2019, BTS became the first band since The Beatles to have three Billboard No.1 albums in a single year.”

Why Specialize in International Marketing Management?

As a global marketer, you will have a global impact. You can contribute proactively to shaping our future which “could last for millions of years or end tomorrow ... depending on what we choose to do today.”*

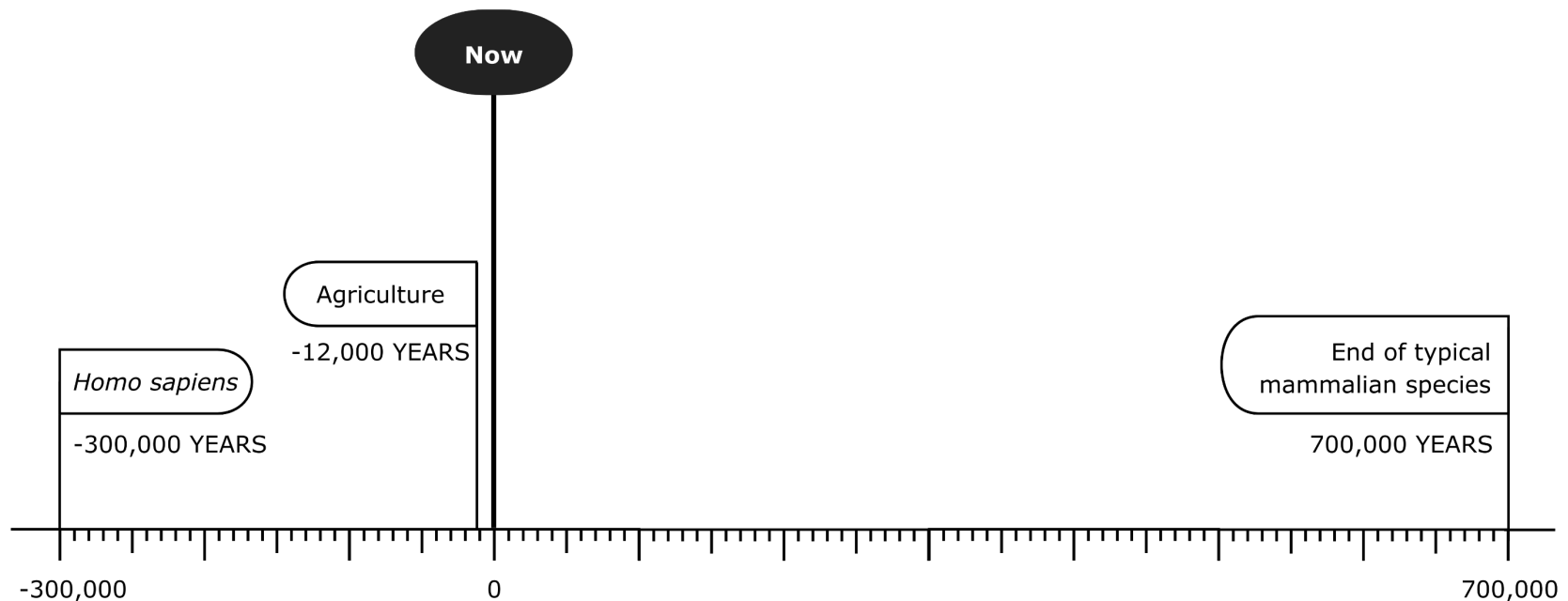
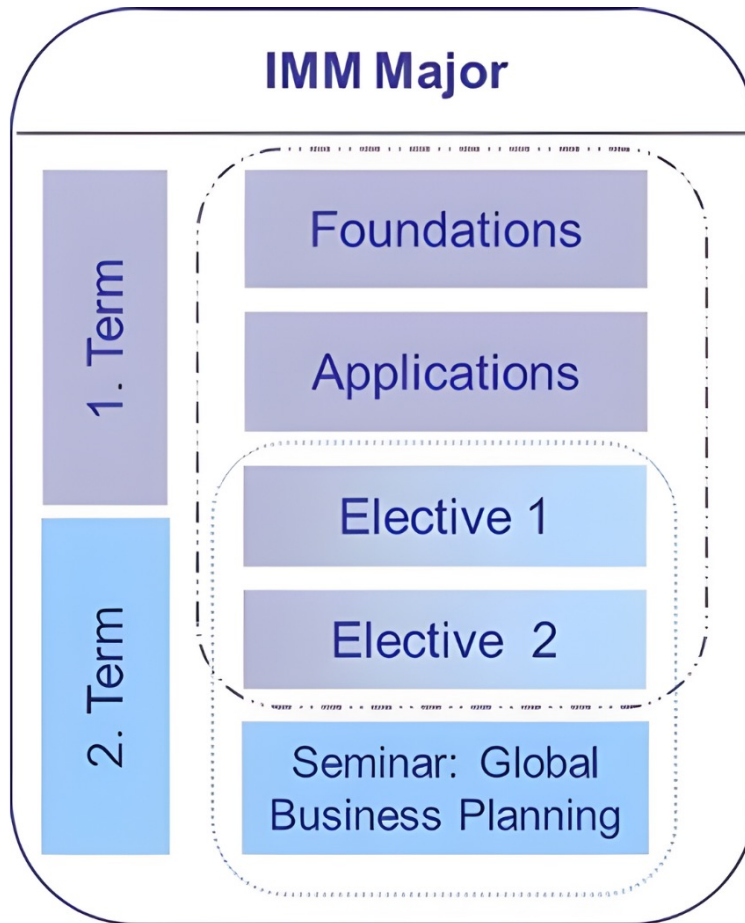


Figure 1.2. The potential future of civilisation, if humans survive as long as the average mammalian species

SBWL International Marketing Management: Overview



Contents

- 5 courses (10 SWS/20 ECTS)
- 2 semesters minimum
- International electives with IMM contents are acceptable (upon approval)
- GBP can be studied online from abroad

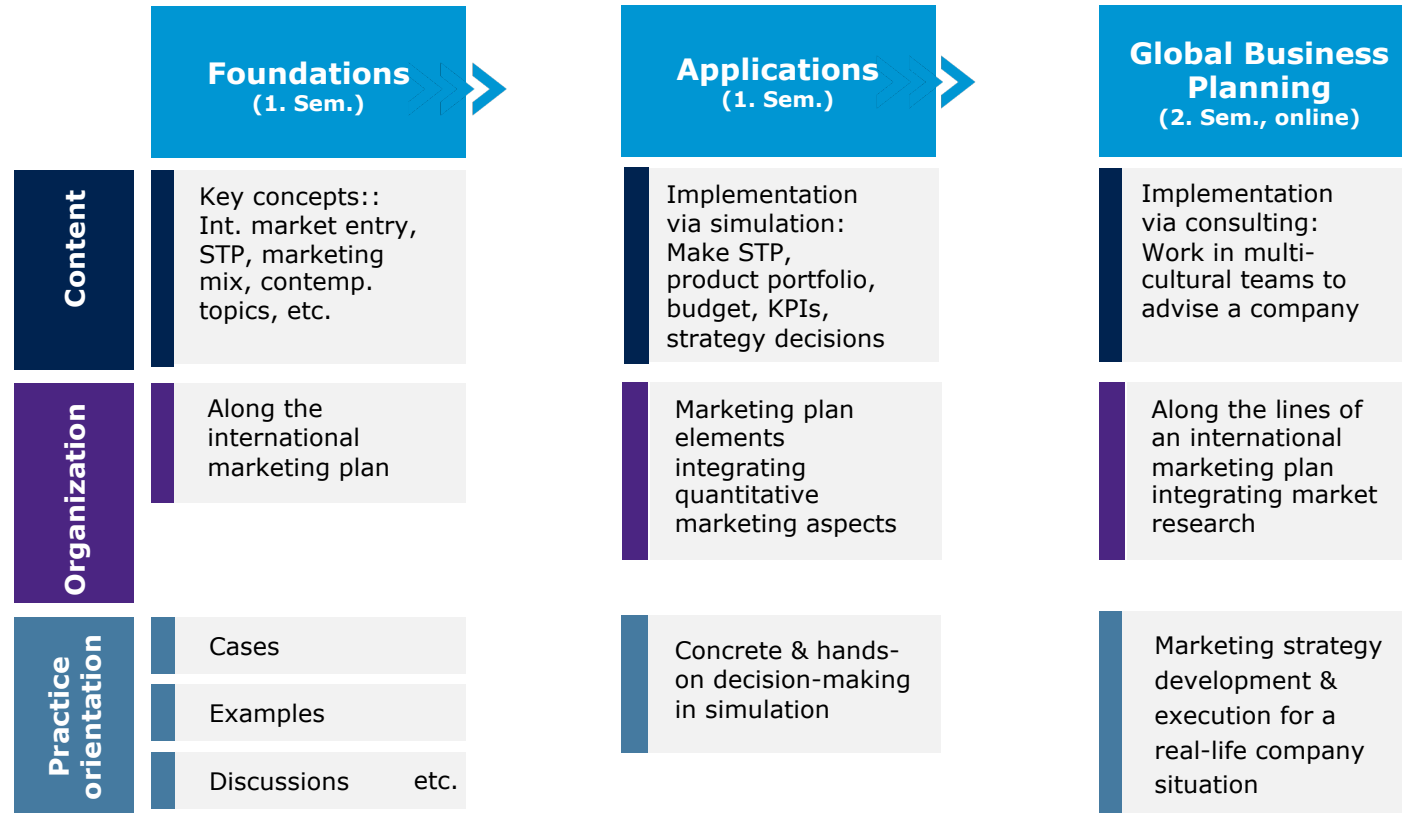
Language

- English

Bachelor Thesis

- Common Body of Knowledge, "Wissenschaftliches Arbeiten" courses completed
- English language
- IMM students preferred

SBWL International Marketing Management: Didactical Concept



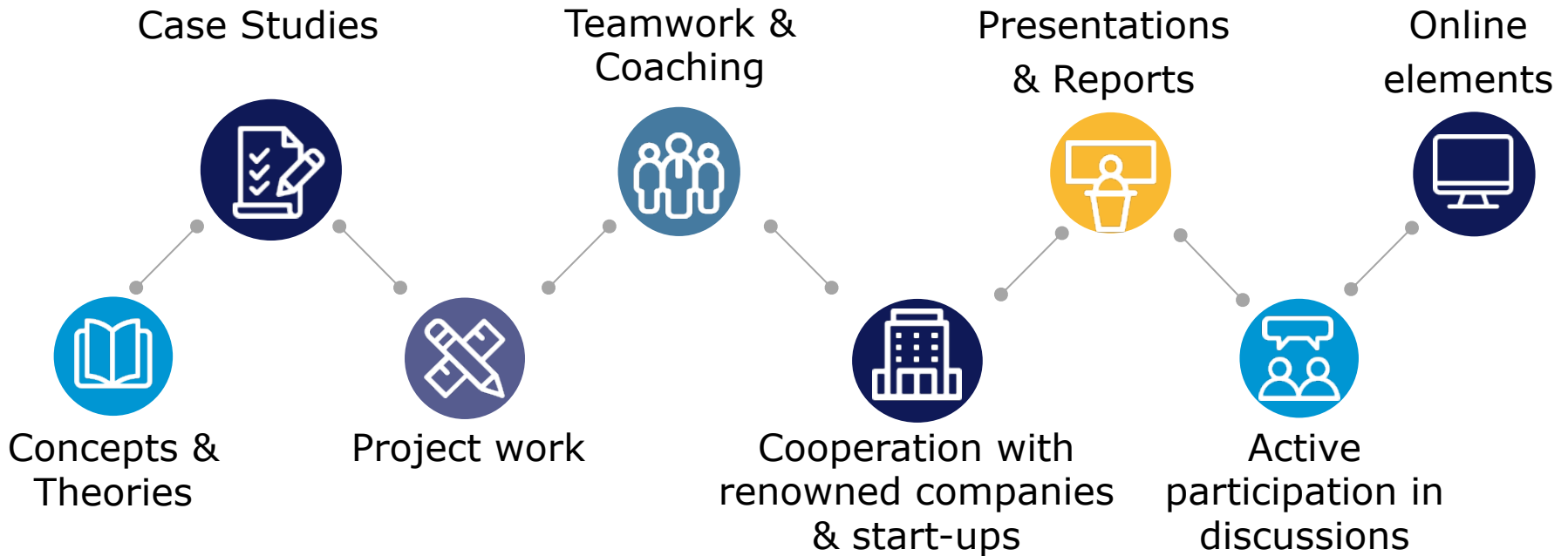
Selected concepts &
practical application

Holistic & comprehensive
practical application

SBWL International Marketing Management: Electives



SBWL International Marketing Management: Teaching Methods



SBWL International Marketing Management: Bachelor Thesis

Topics are typically assigned in line with IMM's research focus

Examples of topics:

- Sustainability and Corporate Social Responsibility
- The role of brands in consumer decisions
- "Euro consumer" - does it exist and what characterizes it?
- Brand counterfeiting / digital piracy: attitudes, emotions, etc.
- International Pricing in SME



»» Find out more at our Bachelor Thesis Info Event!

SBWL International Marketing Management: Entry Exam

DATE AND TIME



10th Sept. 2024, 9:30 am - 10:15 am (online)

REGISTRATIONS



28th August - 5th September 2024, via LPIS

PREREQUISITES



For BaWiSo and BaWiRe students:

- min 27 ECTS **and**
- completed basic Marketing Course (Dr. Margit Kastner)

For BBE students:

- min 42 ECTS

CONTENT



<http://short.wu.ac.at/imm-entry>



FORMAT



Single-choice questions (40%) and multiple-choice questions (60%). **Online via LEARN**

LANGUAGE



English

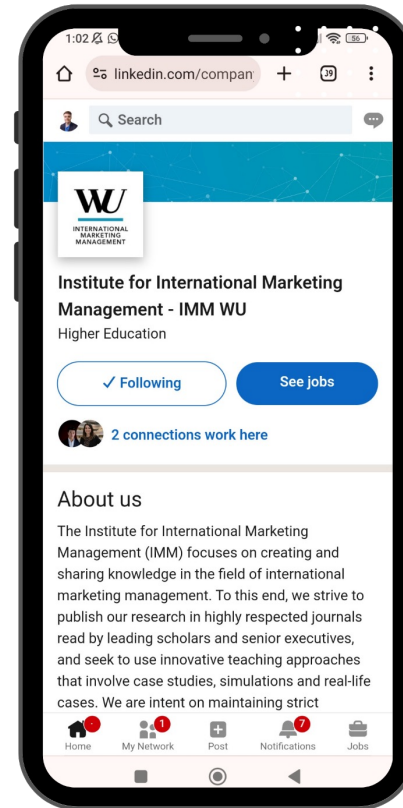
The IMM Network: Join a Global Community of IMM Graduates



IMM Business Club

Alumni Association

- ✓ Over 600 members in the group
- ✓ Network of current IMM students and graduates
- ✓ Internships and job opportunities
- ✓ Lectures, meetings, etc.



Start here, on LinkedIn



VIENNA UNIVERSITY OF
ECONOMICS AND BUSINESS

**INTERNATIONAL MARKETING
MANAGEMENT**

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