

Note:

The following curriculum is a consolidated version. It is legally non-binding and for informational purposes only.

The legally binding versions are found in the University of Innsbruck Bulletins (in German).

Original version published in the University of Innsbruck Bulletin of 3 May 2021, Issue 58, No. 697

Amendment published in the University of Innsbruck Bulletin of 28 June 2021, Issue 86, No. 892

Amendment published in the University of Innsbruck Bulletin of 1 September 2021, Issue 102, No. 1029

Complete version as of 1 October 2021

Curriculum for the
Master's Programme Marketing and Branding
at the Faculty of Business and Management at the University of Innsbruck

Table of contents

- § 1 Allocation of the study programme
- § 2 Qualification profile and programme objectives
- § 3 Admission
- § 4 Scope and structure
- § 5 Language
- § 6 Types of courses and maximum number of students per course
- § 7 Allocation of places in courses with a limited number of participants
- § 8 Compulsory and elective modules - overview
- § 9 Compulsory and elective modules – detailed information
- § 10 Master's Thesis
- § 11 Examination regulations
- § 12 Academic degree
- § 13 Coming into force
- § 14 Transitional provisions

§ 1 Allocation of the study programme

Acc. to §54 Universities Act 2002, the Master's Programme is grouped among the social and economic study programmes.

§ 2 Qualification profile and study objectives

- (1) The Master's Programme in Marketing and Branding provides in-depth social and economic pre-vocational training and qualification for professional activities that require the application of scientific knowledge and methods. Since it is a scientific study programme, it centres on the imparting of theories and methods in social and economic studies, in particular in the field of marketing and branding. The findings of gender research are also considered
- (2) In its modules, the Master's Programme in Marketing and Branding not only promotes subject-specific skills but also extra-curricular skills and competences (e.g. interpersonal, presentation, writing, or reflection).
- (3) The educational goal of this university master's programme is to acquire in-depth scientific and scientifically sound, analysis and problem-solving skills for research and practice that are based on theory and methods. This competence should enable them
 - to work on scientific problems independently, to assess scientific knowledge and to apply it in new, especially research-relevant contexts as well as to take up a scientific Doctoral or PhD programme;
 - to work on relevant problems in their respective non-university professional fields in a scientifically sound and practice-oriented manner. Beyond the field of marketing and branding, they have qualifications that enable them to work in different professional fields;
 - to reflect on the ethical and social consequences and prerequisites of using their knowledge in a well-founded manner.
- (4) The Master's Programme in Marketing and Branding prepares
 - for activities in scientific institutions and in particular for an additional scientific Doctoral or PhD programme and/or
 - for managerial, planning, analysing or consulting activities in strategic marketing and strategic brand management in product, brand and service management, in marketing and sales, in the field of market research, data analytics and market information systems, in marketing controlling and related fields in businesses and organisations, in consulting and media agencies.

§ 3 Admission

- (1) Admission to the Master's Programme in Marketing and Branding requires a relevant Bachelor's degree awarded by a university or a university of applied sciences ("Fachhochschule") or a relevant degree acquired at a recognised post-secondary educational institution home or abroad.
- (2) In any case, the Bachelor's Programme in Economics - Management and Economics at the University of Innsbruck is relevant Bachelor's programme. The rectorate decides on study programmes in question or on the equivalence of a study programme passed at a post-secondary educational institution home or abroad for the admission to the master's programme based on the regulations of the Universities Act.
- (3) In the event that equivalence has been established in principle but with certain qualifications missing for full equivalence, supplemental examinations may be required by the rectorate. These examinations must be passed during the respective master's programme.
- (4) In addition, the following qualitative admission requirements acc. to §63a par. 1 Universities Act apply: in-depth knowledge in marketing as well as methods in management science. This knowledge is deemed to have been provided if courses amounting to a minimum of 10 ECTS-Credits have been successfully passed in the field of internal and external accounting, 10 ECTS-Credits in mathematics and/or statistics and/or methods in economic sciences as well as a minimum of 12.5 ECTS-Credits in the fields of marketing, retailing, strategy, business management or service management.

§ 4 Scope and structure of the study programme

- (1) The Master's Programme in Marketing and Branding covers 120 ECTS-Credits. This corresponds to a duration of four semesters.
- (2) The study programme is structured in modules.

§ 5 Language

The Master's Programme in Marketing and Branding is offered in English.

§ 6 Types of courses and maximum number of students per course

Courses with continuous performance assessment:

1. **Seminars (SE)** provide in-depth treatment of scientific topics through students' presentations and discussion thereof. Maximum number of participants: 30
2. **Lectures** with practical elements (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of participants: 150.

§ 7 Allocation of places in courses with a limited number of participants

- (1) In courses with a limited number of participants, course places are allocated as follows:
 1. Students for whom the study duration would be extended due to the postponement are to be given priority.
 2. If criterion no. 1 does not suffice for regulating the admission, then first, students for whom the course is part of a compulsory module are to be given priority, and second, students for whom the course is part of an elective module.
 3. If the criteria in no. 1 and 2 do not suffice for regulating the admission, then the available places are raffled.
- (2) Notwithstanding par. 1, for elective modules acc. to §8 par. 2 and 3 no. 1 to 7, places in the courses with a limited number of participants are allocated according to the preferences of the students, If this criterion is not sufficient, the available places are raffled.
- (3) For courses acc. to §8 par .3 no. 8 to 17, taken from other Master's programmes, the regulations of the respective curricula apply.

§ 8 Compulsory and elective modules - overview

- (1) The following compulsory modules covering altogether 45 ECTS-Credits must be passed:

	Compulsory Modules	h	ECTS-Credits
1.	Market Research	4	10
2.	Strategic Marketing & Branding	4	10
3.	Digital Marketing	4	10
4.	Scientific Research	4	10
5.	Conception of the Master's Thesis	0	2.5
6.	Research Colloquium for the Master's Thesis	1	2.5

(2) Elective modules covering 30 ECTS-Credits must be passed from the following catalogue:

	Elective Modules	h	ECTS-Credits
1.	Intercultural Branding	4	10
2.	Integrated Brand Communication	4	10
3.	Multi-Channel Distribution and Price Management	4	10
4.	Trends and Consumer Research	4	10
5.	Marketing Controlling and Brand Evaluation	4	10
6.	Management of Consumer Experiences	4	10
7.	Product and Service Design	4	10
8.	Current Topics in Marketing	4	10

(3) From the following catalogue, elective modules covering 20 ECTS-Credits must be passed, at least 10 ECTS-Credits of which must be passed from modules no. 1 to no. 7:

	Elective Modules	h	ECTS-Credits
1.	Sustainable Management	2	5
2.	Design of Effective Market Information Systems	2	5
3.	Ethics in Marketing	2	5
4.	International Marketing	2	5
5.	Social Listening und Market Ethnography	2	5
6.	E-Commerce	2	5
7.	Current Issues in Brand Management	2	5
8.	Leadership in Organisations	2	5
9.	International Management	2	5
10.	Diffusion of Innovation	2	5
11.	Innovation Lab	2	5
12.	Software-Supported Corporate Management	2	5
13.	Financial Management of Business Formation	2	5
14.	Gender, Work and Organisation	4	10
15.	A not yet passed module acc. to §8 par. 3	4	10
16.	Module from other Master's Programmes at the Faculty of Business and Management or the Faculty of Economics and Statistics	-	10
17.	Interdisciplinary Skills	-	10

§ 9 Compulsory and elective modules – detailed information

(1) Compulsory modules acc. to §8 par. 1:

1.	Compulsory Module: Market Research	h	ECTS-Credits
a.	VU Market Research Discussion of empirical market research designs from the problem definition to the research design to the analysis and interpretation of results	2	5
b.	SE Market Research Development of research designs and practical implementation of qualitative and quantitative analyses	2	5
	Total	4	10
Learning Outcomes: Students acquire the ability to develop empirical research designs, to evaluate them critically and to put them into practice.			
Prerequisites: none			

2.	Compulsory Module: Strategic Marketing & Branding	h	ECTS-Credits
a.	VU Strategic Marketing & Branding Critical discussion and development of strategic marketing and brand management concepts as well as strategic decisions in organisations	2	5
b.	SE Strategic Marketing & Branding Development of successful marketing and brand management strategies	2	5
	Total	4	10
Learning Outcomes: Students acquire in-depth knowledge in strategic marketing as well as the sustainable development and management of brands.			
Prerequisites: none			

3.	Compulsory Module: Digital Marketing	h	ECTS-Credits
a.	VU Digital Marketing Discussion of the opportunities and challenges of digital technologies for the effective and efficient design of relationships with and between stakeholders	2	5
b.	SE Digital Marketing Advanced study of the contents of the VU with a focus on critical assessment of the opportunities and risks of digital channels on the relationship network of companies	2	5
	Total	4	10
Learning Outcomes: Students acquire advanced knowledge in the area of stakeholder marketing, especially in connection with the possibilities of communication, distribution and interaction between companies and stakeholders as well as among stakeholders via digital channels.			
Prerequisites: none			

4.	Compulsory Module: Scientific Research	h	ECTS-Credits
a.	VU Scientific Research Discussion and advanced study of research approaches and methods in marketing and branding	2	5
b.	SE Scientific Research Advanced study and application of research approaches and methods in marketing and branding; conception and presentation of a research project	2	5
	Total	4	10
Learning Outcomes: Students acquire the ability to critically examine and apply quantitative and qualitative research approaches and methods in marketing and branding.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

5.	Compulsory Module: Conception of the Master's Thesis	h	ECTS-Credits
	Agreement on the topic, scope and form of the Master's Thesis on the basis of a brief description of the content (synopsis) as well as agreement on the work processes and the course of study; planning a corresponding time frame for the completion of the Master's Thesis	-	2.5
	Total	-	2.5
Learning Outcomes: Students acquire the ability to structure their scientific work and to summarise, reflect and critically discuss the theoretical foundation of their work.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 4 as well as the elective modules acc. to §8 par. 2 and 3 amounting to 30 ECTS-Credits			

6.	Compulsory Module: Research Colloquium for the Master's Thesis	h	ECTS-Credits
	SE Research Colloquium for the Master's Thesis The seminar serves to support the ongoing Master's Thesis. The work is presented, partial aspects are discussed in more depth and theoretical and research methodological aspects are discussed in detail.	1	2.5
	Total	1	2.5
Learning Outcomes: Students are able to design and carry out a scientific study and to present the research results in different contexts.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 4 as well as the elective modules acc. to §8 par. 2 and 3 amounting to 30 ECTS-Credits			

(2) Elective modules acc. to §8 par. 2:

1.	Elective Module: Intercultural Branding	h	ECTS-Credits
a.	VU Intercultural Brand Building Discussion and reflection on cultural perspectives on branding and leadership	2	5

b.	SE Intercultural Brand Building Development and practical application of strategies of branding and leadership with the primary goal of intercultural relationship building	2	5
	Total	4	10
Learning Outcomes: Students acquire the ability to identify and analyse brand-relevant cultures, to understand their socio-cultural codes and to apply these findings for branding and management.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par .1 no. 1 to 3			

2.	Elective Module: Integrated Brand Communication	h	ECTS-Credits
a.	VU Integrated Brand Communication Reflection and discussion of strategies for integrated brand communication and their implementation in online and offline media; media planning and budgeting	2	5
b.	SE Integrated Brand Communication In-depth study of the development and design of successful strategies for integrated cross-media brand communication	2	5
	Total	4	10
Learning Outcomes: Students acquire in-depth knowledge of online, offline and hybrid communication strategies and activities for sustainable brand management and can apply it.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

3.	Elective Module: Multi-Channel Distribution and Price Management	h	ECTS-Credits
a.	VU Multi-Channel Distribution and Price Management Discussion and reflection on the scope for shaping pricing and distribution policy based on the strategic positioning of companies and brands	2	5
b.	SE Multi-Channel Distribution and Price Management Decision fields and framework conditions for the successful implementation of price and distribution policy decisions	2	5
	Total	4	10
Learning Outcomes: Students acquire in-depth knowledge of sustainable brand management through online, offline and hybrid distribution strategies and activities and the associated price management and can apply it.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

4.	Elective Module: Trends and Consumer Research	h	ECTS-Credits
a.	VU Trends and Consumer Research Reflection and critical discussion of current consumer research on megatrends and the effects on consumer behaviour and their influence on the lifestyles and consumer practices of those interested in brands	2	5

b.	SE Trends and Consumer Research Application of current findings from consumer research and economic, technological and social developments to the creation of future-oriented design and development of brands and brand systems	2	5
	Total	4	10
	Learning Outcomes: Students acquire in-depth knowledge of trends and their effects on consumption styles and the behaviour of individuals, groups and brand publics and can apply it.		
	Prerequisites: none successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3		

5.	Elective Module: Marketing Controlling and Brand Evaluation	h	ECTS-Credits
a.	VU Marketing Controlling and Brand Evaluation Discussion of the theoretical basics of marketing planning, marketing controlling and brand evaluation as well as their relevance for the company's success	2	5
b.	SE Marketing Controlling and Brand Evaluation In-depth examination of the measurement and use of marketing indicators, the evaluation of brand strength and critical discussion of the effects of evaluation activities on the behaviour of and in organisations	2	5
	Total	4	10
	Learning Outcomes: Students know marketing key figures with special consideration of customer value, brand value, benchmarking and digital performance measurement and can use them for the planning of marketing measures in a targeted manner.		
	Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3		

6.	Elective Module: Management of Consumer Experiences	h	ECTS-Credits
a.	VU Management of Consumer Experiences Discussion and development of strategies and activities for managing consumer experiences; discussion of core concepts of consumer behaviour against the background of customer contact points along the customer journey	2	5
b.	SE Management of Consumer Experiences Development and application of practical and theoretical cases for the management of consumer experiences	2	5
	Total	4	10
	Learning Outcomes: Students acquire in-depth knowledge of consumer behaviour against the background of the management of customer contact points, emotions and customer experiences.		
	Prerequisites: successful completion of compulsory modules acc. to §8 par. 1 no. 1 to 3		

7.	Elective Module: Product and Service Design	h	ECTS-Credits
a.	VU Product and Service Design Discussion and development of concepts for product and service design, aesthetics and innovation with the involvement of customers and other stakeholders in the service creation process	2	5
b.	SE Product and Service Design Development and application of practical and theoretical cases in product and service design	2	5
	Total	4	10
Learning Outcomes: Students acquire in-depth knowledge in the management and marketing of product and service design as well as of the associated behaviour of consumers and other stakeholders.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

8.	Elective Module: Current Topics in Marketing	h	ECTS-Credits
a.	VU Current Topics in Marketing Discussion of current topics, concepts, techniques and methods in marketing	2	5
b.	SE Current Topics in Marketing In-depth examination and application of current topics, concepts, techniques and methods in marketing	2	5
	Total	4	10
Learning Outcomes: Students acquire the ability to critically examine and apply new concepts, techniques and methods in marketing.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

(3) Elective modules acc. to §8 par. 3no. 1 to 7:

1.	Elective Module: Sustainable Management	h	ECTS-Credits
a.	VU Sustainable Management Sustainable management from a stakeholder perspective; strategic, organisational and ethical aspects of sustainable management; organisational change and organisational learning for sustainable management; integration of stakeholders and sustainability into core elements of a company	1	2.5
b.	SE Sustainable Management Advanced study of the topical areas of sustainable management from a stakeholder perspective within the scope of a student project	1	2.5
	Total	2	5
Learning Outcomes: Students understand the complexity and the multi-faceted implications of a stakeholder-oriented, sustainable corporate management for companies and organisations.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

2	Elective Module: Design of Effective Market Information Systems	h	ECTS-Credits
a.	VU Design of Effective Market Information Systems Examination of the necessary information, the identification and evaluation of data sources as well as the planning and design of management information systems for effective corporate management	1	2.5
b.	SE Design of Effective Market Information Systems Advanced understanding of effective market information systems by reflecting on the benefits of different information content and forms of visualisation	1	2.5
Total		2	5
Learning Outcomes: Students acquire in-depth knowledge and the ability to reflect on the collection, interpretation and use of information in companies.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

3.	Elective Module: Ethics in Marketing	h	ECTS-Credits
a.	VU Ethics in Marketing Reflection and critical discussion of the ethical and moral foundations of strategic and operational decisions in the field of tension between companies and their publics	1	2.5
b.	SE Ethics in Marketing Advanced study and practical application of ethical decision-making and implementation in companies and organisations for assuming social responsibility and the development of sustainable marketing strategies	1	2.5
Total		2	5
Learning Outcomes: Students acquire in-depth knowledge and the ability to reflect on responsible marketing and the sustainable management of organisations			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

4.	Elective Module: International Marketing	h	ECTS-Credits
a.	VU International Marketing: Discussion and reflection on concepts of international marketing and the role of international marketing in the global economy, taking digitalisation into account	1	2.5
b.	SE International Marketing: Analysis and application of marketing processes and strategies in the field of tension between markets and cultures	1	2.5
Total		2	5
Learning Outcomes: Students acquire the ability to critically reflect and apply models, concepts and theories of international marketing.			
Prerequisites: successful completion of compulsory modules acc. to §8 par. 1 no. 1 to 3			

5	Elective Module: Social Listening and Market Ethnography	h	ECTS-Credits
a.	VU Social Listening and Ethnographic Market Analysis Discussion and critical reflection on new methods of social listening in social media and ethnographic methods of researching the social worlds of those interested in brands	1	2.5
b.	SE Social Listening and Ethnographic Market Analysis Application of methods for researching social online and offline worlds and developing implications for brand management	1	2.5
	Total	2	5
Learning Outcomes: Students acquire in-depth knowledge to research social brand worlds and the ability to reflect on responsible use.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

6.	Elective Module: E-Commerce	h	ECTS-Credits
a.	VU E-Commerce Overview of technological, legal and internal organisational challenges in the design of digital sales channels	1	2.5
b.	SE E-Commerce Establishing and maintaining relationships with consumers in digital channels with special consideration of online search and decision-making behaviour	1	2.5
	Total	2	5
Learning Outcomes: Students are able to evaluate the usefulness and design options of digital sales channels and to implement them.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

7.	Elective Module: Current Issues in Brand Management	h	ECTS-Credits
a.	VU Current Issues in Brand Management Discussion of current topics, concepts, techniques and methods in brand management	1	2.5
b.	SE Current Issues in Brand Management In-depth discussion and application of current topics, concepts, techniques and methods in brand management	1	2.5
	Total	2	5
Learning Outcomes: Students acquire the ability to critically examine and apply new concepts, techniques and methods in brand management.			
Prerequisites: successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3			

(4) Elective modules acc. to §8 par. 3 no. 8 to 14:

1. The following elective modules from the Master's Programme in Strategic Management and Innovation, University of Innsbruck Bulletin of 3 May 2021, Issue 59, No. 698, in the currently valid version, can be selected:

- a) Leadership in Organisations
- b) International Management
- c) Diffusion of Innovation
- d) Innovation Lab
- e) Software-Supported Corporate Management
- f) Financial Management of Business Formation

Registration requirements for the courses of the modules: positive evaluation of the compulsory modules acc. to §8 par. 1 no. 1 to 3

2. The following elective modules from the Master's Programme Organisation Studies, University of Innsbruck Bulletin of 19 April 2007, Issue 24, No. 187, in the currently valid version, can be selected:

Gender, Work and Organisation

Registration prerequisites for the courses of the module: positive evaluation of the compulsory modules acc. to §8 par. 1 no. 1 to 3

(5) Elective modules acc. to §8 par. 3 no. 16 to 17:

	Elective Module: Module from other Master's Programmes at the Faculty of Business and Management or the Faculty of Economics and Statistics	h	ECTS-Credits
	One module amounting to 10 ECTS-Credits can be selected from the Master's Programmes at the Faculty of Business and Management or the Faculty of Economics and Statistics at the University of Innsbruck.		10
	Total		10
	Learning Outcomes: Students get an insight into another discipline corresponding to the learning outcomes specified by the resp. module.		
	Prerequisites: The prerequisites specified by the resp. curricula must be met.		

2.	Elective Module: Interdisciplinary Skills	h	ECTS-Credits
	Providing the availability of places, courses amounting to 10 ECTS-Credits may be selected from the curricula of other master's programmes at the University of Innsbruck or from the elective Minors provided for master's programmes.		10
	Total		10
	Learning Outcomes: This module serves to expand the study programme and to acquire additional qualifications.		
	Prerequisites: The prerequisites specified by the resp. curricula must be met.		

§ 10 Master's Thesis

- (1) The topic of the Master's Thesis must be directly related to one or more of the compulsory modules acc. to §8 par. 1 no. 1 to 4 or the elective modules acc. to §8 par. 2 or par. 3 no. 1 to 7.
- (2) The Master's Thesis is a scientific paper.
- (3) By writing the Master's Thesis, students have to prove that they are independently capable of applying and reflecting on theoretical and methodological instruments of the subject on a narrowed down topic within a limited period of time.
- (4) Students are entitled to suggest the topic for their Master's Thesis or to select from a number of suggestions.
- (5) The Master's Thesis covers 25 ECTS-Credits.
- (6) Written announcement of the topic and the supervisor of the Master's Thesis requires the successful completion of the compulsory modules acc. to §8 par 1 no. 1 to 3 as well as of elective modules acc. to §8 par. 2 and 3 to the extent of 30 ECTS-Credits.
- (7) The completed Master's Thesis must be submitted to the university Director of Studies in writing and in the electronic form specified.
- (8) Several students may work on a topic together if the achievements of the individual students are identified and allocable.
- (9) If the supervisor agrees to it, the Master's Thesis may be written in another language.

§ 11 Examination regulations

- (1) The evaluation of a module is based on the evaluation of the courses of the module (course examinations).
- (2) For courses with continuous performance assessment, the examination methods (written/oral/papers) are specified by the course instructor before the start of the course.
- (3) The performance assessment of the compulsory module acc. to §8 par. 1 no. 5 takes place by the supervisor, based on the synopsis. Positive evaluation reads "successfully completed", negative evaluation reads "unsuccessfully completed".
- (4) Elective modules selected from other master's programmes acc. to §8 par. 3 no. 8 to 17 are subject to the examination regulations of the curricula they have been taken from.

§ 12 Academic degree

Graduates of the Master's Programme in Marketing and Branding are rewarded the academic degree "Master of Science", abbreviated as "MSc".

§ 13 Coming into force

This curriculum comes into force as of 1 October 2021.

§ 14 Transitional provisions

- (1) Regular degree students who have started the Master's Programme in Strategic Management before the 1 October 2021, are entitled to finish this programme within a maximum of five semesters from this time onwards. They are entitled to change to the curriculum for the Master's Programme in Marketing and Branding on a voluntary basis any time.
- (2) The recognition of exams acc. to §78 par. 1 Universities Act 2002 is regulated in the appendix.