

Note:

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**Curriculum of the Continuing Education
Programme of Marketing
at the University of Innsbruck**

§ 1 Qualification Profile

- (1) Graduates of this course have a command of the established approaches and tools of marketing and are able to apply them in a success-orientated way in businesses of different branches and sizes. They understand the relations of marketing with other business disciplines and between long-term strategic decisions and their operative implementation.
- (2) Graduates are thus able to work in and contribute to the following business fields: innovation or new product development, strategic positioning of products/services to business units or businesses, business or product communication resp., product and range management, marketing controlling, distribution, personal sale, market research.
- (3) This continuing education programme is held in cooperation with Schloss Hofen Wissenschafts- und Weiterbildungs-Gesellschaft mbH, Lochau.

§ 2 Scope and Duration

- (1) The Continuing Education Programme of Marketing covers 65 ECTS-Credits.
- (2) The continuing education programme is a part-time study course and has a duration of three semesters.

§ 3 Admission

- (1) Admission to this continuing education programme requires a secondary school leaving certificate or a qualified professional training. Additionally several years of relevant professional experience are assumed.
- (2) Persons with a completed apprenticeship or a finished technical or vocational school education (BMS) have to give evidence of at least five years of relevant professional experience.
- (3) Persons having passed a secondary academic school or a technical or vocational college (AHS or BHS) have to give evidence of at least three years of relevant professional experience.

§ 4 Admission Procedure

- (1) For being admitted to the continuing education programme, the applicants must successfully pass an admission process. The final decision on the admission to the course is made by the rectorate, based on a recommendation of the course director.

- (2) Information on the compulsory selection process is published on the website of the University of Innsbruck and the cooperation partner respectively. The maximum number of participants is to be set by the course director considering pedagogical and organizational aspects and in compliance with the cost budget.
- (3) Participants, who have been accepted and have paid their tuition fee, are admitted as non-degree students to the University of Innsbruck.

§ 5 Types of Courses

- (1) Courses without continuous performance assessment:
 1. Lectures (VO) are courses held in lecture format. They introduce the research areas, methods and schools of thought for a given subject.
 2. Working groups (AG) serve to treat a topic in collective fashion, examining the theories, methods and techniques of an area using group work.
- (2) Courses with continuous performance assessment:
 1. Introductory seminars (PS) introduce students interactively to scientific literature through the treatment of selected issues. They convey knowledge and methods of academic work.
 2. Practical courses (UE) focus on the practical treatment of concrete scientific tasks within an area.
 3. Seminars (SE) provide in-depth treatment of scientific topics through students' presentations and discussion thereof.
 4. Lectures with practical elements (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course.

§ 6 Compulsory and Elective Modules

- (1) The following compulsory modules covering 52.5 ECTS-Credits have to be passed:

1.	Compulsory Module: Management and Strategy	SSt	ECTS-Credits
a.	VU Management Planning, deciding and developing – possibilities and limits of key management processes	1	2
b.	VU Strategy and Marketing Basic questions and approaches of strategic management and marketing	1	2
	Total	2	4
	Learning Objective: Building and increasing basic knowledge of management and strategy		
	Prerequisites: none		

2.	Compulsory Module: Leadership, Organization and Controlling	SSt	ECTS-Credits
a.	VU Leading and Being Led Leadership processes and structures from the perspective of the leader, the lead and understanding their interaction	1	2
b.	VU Processes, Controlling and Performance Understanding and designing organization and preparing business decisions	1	2
	Total	2	4
Learning Objective: Getting to know and furthering knowledge of basic concepts and perspectives of leadership; building and advancing basic knowledge of organizational structures and processes and the controlling thereof			
Prerequisites: positive completion of the compulsory module acc to §6 para.1 no.1			

3.	Compulsory Module: Conceptual Thinking	SSt	ECTS-Credits
a.	VU Scientific Working Introduction to systematic, scientific dealing with problems	1	1
b.	AG Discovering, Structuring, Writing Developing research questions, structuring and writing of texts	1	1
	Total	2	2
Learning Objective: Building of a basic knowledge of scientific working, especially in relation to the development of research questions and the structuring and writing of texts			
Prerequisites: none			

4.	Compulsory Module: Strategic Marketing	SSt	ECTS-Credits
a.	PS Introduction to Operative and Strategic Marketing Overview of the sub-disciplines of marketing and relationships	0.5	0.5
b.	VU Strategic Positioning Positioning as central, strategic process of marketing, including all components for analysis and decision-making	3	6
c.	VU Strategic Market Information Processes Approaches of market research and analysis to support strategic decisions	1.5	2.5
d.	VU Basics of Brand Management Functions and dimensions of a brand, factors of success of brand management, relationship of positioning and brand management, decision fields of brand management	1.5	2.5
	Total	6.5	11.5

	<p>Learning Objective: Understanding of the importance of strategic management decisions for operative implementation in marketing; understanding and command of strategic processes and analytic tools; understanding of the relationship between strategic processes and processes of market research/analysis; understanding of the interrelations between different strategic fields</p>
	<p>Prerequisites: none</p>

5.	Compulsory Module: Management of Touchpoints: Product and Service Management	SSt	ECTS-Credits
a.	<p>VU Analysis and Design of the Product/Service Portfolio Tools for supervising/managing the product/service range</p>	1.5	3
b.	<p>VU Designing of Innovation Processes (Product Development) Factors of success for new products and services, stage-gate-model in product development, customer involvement</p>	1	2
c.	<p>VO Product and Brand Innovation in the Internet Chances of crowd innovation in the Internet, approaches and factors of success</p>	1	1
d.	<p>VU Quality Management Comprehensive quality concept and consequences for marketing, tools of quality management</p>	1	1.5
	Total	4.5	7.5
	<p>Learning Objective: Understanding of the importance of continuous monitoring and further development of the product/service portfolio of a business; command of the most important tools for analyzing services; understanding the factors of success of product development/innovation and how they affect the design of innovation and development processes; Knowledge of the potential of different sources of innovation, especially the Internet; knowledge of the different approaches to the theme of quality, understanding of the importance of quality management for marketing</p>		
	<p>Prerequisites: none</p>		

6.	Compulsory Module: Management of Touchpoints: Integrated Market Communication	SSt	ECTS-Credits
a.	<p>SE Media Communication Integrated communication, communication platform as link to strategic positioning, classic communication instruments and planning their use, factors of success in communication</p>	3.5	5.5
b.	<p>VO Alternative Communication Channels Communication channels beyond media communication (event marketing, sponsoring, PR etc.) and their fields of application and factors of success</p>	1	1
c.	<p>VU Communication in New Media Social Media. their use and factors of success</p>	1.5	3
	Total		

	<p>Learning Objective: Knowledge of different communication channels, their pros and cons and fields of use (marketing, direct marketing, PR, fairs, online etc.); understanding of the special importance of integrating the communication activities with regards to content as well as visually; command of tools for developing high-level communication concepts (communication platform) for setting specifications for creative tasks for agencies</p>
	<p>Prerequisites: none</p>

7.	Compulsory Module: Management of Touchpoints: Sales and Distribution	SSt	ECTS-Credits
a.	<p>VU Sale and Distribution Management Personal sale and its factors of success, building and grooming distribution systems</p>	2	4
b.	<p>VU Relationship Management Aims and approaches of relationship management/customer ties, development and implementation of strategies for forming lasting customer relations.</p>	1.5	2
c.	<p>VU Relationship Management Aims and approaches of relationship management/customer ties, development and implementation of strategies for forming lasting customer relations.</p>	1	1
	Total	4.5	7
	<p>Learning Objective: Knowledge of the different sales forms and their factors of success; knowledge of different distribution systems and their factors of success; knowledge of the importance of relations to external stakeholders (customers, other system partners) and the possibilities of actively managing these relations</p>		
	<p>Prerequisites: none</p>		

8.	Compulsory Module: Marketing-Controlling	SSt	ECTS-Credits
a.	<p>VU Budgeting and Marketing Controlling Principles of budgeting and marketing controlling, tools for implementation in businesses</p>	1	2
b.	<p>VU Marketing-Performance Measurement Measurement of the success of individual marketing measures with Key Performance Indicators (KPIs), tools of market research for KPIs</p>	1.5	2
	Total	2.5	4
	<p>Learning Objective: Understanding of the budgetary, quantitative reproduction of marketing activities (planning and controlling); understanding of budgeting processes and their organizational frame conditions; knowledge of possible approaches for controlling the success of individual marketing activities based on KPIs (Key Performance Indicators) and the role of market research therefore</p>		
	<p>Prerequisites: none</p>		

9.	Compulsory Module: Support and Coaching for the Final Thesis	SSt	ECTS-Credits
a.	PS Scientific Working: Developing, Structuring and Evaluating Ideas Discussion of problems and targets for final theses; developing of a logical structure for a final thesis	1	1
b.	AG Coaching for the Final Thesis Reflection on problems within the scope of writing the final thesis	0.5	2
	Total		
	Learning Objective: Ability to develop an exposé (problem statement, targets, approach including methods) based on a comprehensive business problem; ability to find a suitable solution for a complex marketing problem and to back it by using the approaches and tools learned in the modules		
	Prerequisites: positive completion of the compulsory modules acc. to §6 para.1, no. 1-4		

(2) Elective modules corresponding to 2.5 ECTS-Credits must be passed:

1.	Elective Module: Organization Laboratory	SSt	ECTS-Credits
	UE Organization Laboratory Experiencing, understanding and reflecting on organization and organizing	2	2.5
	Total	2	2.5
	Learning Objective: Getting to know the organization process as vivid social system; reflection on and understanding of the dynamics of designing, developing and managing organizations		
	Prerequisites: none		

2.	Elective Module: Brand Monitoring	SSt	ECTS-Credits
	VU Brand Monitoring Overview of the approaches for monitoring the development of a brand (customer based brand equity – brand strength), methods of market research and their use for brand monitoring	1.5	2.5
	Total	1.5	2.5
	Learning Objective: Understanding of different perspectives and approaches for monitoring and managing brands; understanding of the chances and limits of individual approaches towards market research in the area of brand monitoring		
	Prerequisites: none		

§ 7 Final Thesis

- (1) For the continuing education programme a final thesis on a theme of the area of marketing must be written.
- (2) Students are entitled to suggest the theme for their final thesis or to select it from a number of suggestions.
- (3) The final thesis corresponds to 10 ECTS-Credits.
- (4) Participants have to file a request at the course director's for an available course lecturer as supervisor as well as for the theme. The request is deemed accepted if the course director expressly accepts it or does not veto it within a month.
- (5) For submitting the final thesis to the course director all compulsory and elective modules must have been positively evaluated.
- (6) The final thesis is evaluated by the supervisor.

§ 8 Examination Regulations

- (1) Modules, with the exception of the module acc. to §6 para. 1 no. 9 are assessed by course examinations. Course examinations are
 1. examinations that assess the knowledge and skills covered in an individual course, in which course assessment is based on a single examination at the end of the course.
 2. courses with continuous performance assessment, where the performance of the students is evaluated by regular written and/or oral contributions.
- (2) The course lecturers must specify and announce the aims, contents and methods of their course, as well as the contents, methods and evaluation criteria used for the course examination in a suitable fashion at the start of the semester.
- (3) The module according to §6 para. 1 no. 9 is evaluated by the course with continuous performance assessment as well as an overall examination on the themes covered in the module's courses. The overall examination is an oral examination in front of an examination board consisting of three persons. Positive evaluation of the course with continuous performance assessment is a precondition for being admitted to the overall examination.
- (4) Module examinations are examinations that assess the knowledge and skills acquired in a module. A module is completed by the positive evaluation of all parts of the respective module examination.

§ 9 Academic Title

Having received positive evaluation for all required examinations and the final thesis, graduates of the continuing education programme are awarded the title of "Akademische Marketerin" resp. "Akademischer Marketer".

§ 10 Coming into Force

This curriculum comes into force one month after its announcement.