

MASTER

MARKETING

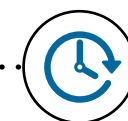
Three major tracks:

- Tourism and Service Marketing
- Fashion and Lifestyle Marketing
- Retail and Shopper Marketing

MARKETING

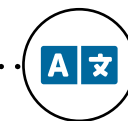
Do you enjoy working in a creative, dynamic and international environment, and planning and implementing marketing and communications strategies? Compatible with part-time employment, the Marketing master degree programme is tailor-made for you, with major tracks in Tourism and Service Marketing, Fashion and Lifestyle Marketing, and Retail and Shopper Marketing.

AT A GLANCE



Full-time

Employment-friendly
The lectures usually take place
three days per week



English

The language of instruction is English.
This prepares you for a career in a
multi-cultural environment.



Four semesters

The degree programme lasts two years,
with a total workload of 120 ECTS.
Graduates receive the academic degree of
Master of Arts in Business (MA).



Admission

An undergraduate degree programme in a
relevant business discipline or an equivalent
degree with a workload of at least 180 ECTS
at a recognised institute of higher education in
Austria or abroad. Proof of English language
proficiency (Common European Framework of
Reference for Languages level C1).



Study fee

EU/EEA citizens pay a study fee of
EUR 363.36 per semester, plus the student
union fee.

HIGHLIGHTS

Marketing management refers to the planning, implementing and monitoring of all corporate activities geared towards meeting customers' current and future needs. This demands a detailed understanding of consumer behaviour, various marketing tools, as well as creative approaches to developing products and services.

Tourism and Service Marketing

This is the elective for you if you are interested in planning and implementing marketing and management measures at tourism destinations, accommodation providers, event or consulting agencies, or similar service providers. You will look at the latest tourism-related developments, and tourism's significance for the community. In the tourism industry, there is a long-standing emphasis on deploying information and communication technology to optimise business processes (such as bookings, storing guest data, and e-marketing) and enhancing the customer experience.

Fashion and Lifestyle Marketing

This elective is the ideal choice for anyone interested in fashion and lifestyle brands, and looking to find out more about positioning strategies and brand management in the fashion and luxury goods sector. You will look at topics such as international fashion and lifestyle trends, as well as methods and processes used in planning collections. This elective gives you the skills required to take on various positions, including product, communications, merchandising, brand and store manager, purchaser and many more.

Retail and Shopper Marketing

If your aim is to build up in-depth knowledge of retail marketing, with a view to optimising retail performance, this is the elective for you. The focus is on designing stores and store processes, such as point-of-sale design and e-commerce. The target is to create a unique shopping experience for customers. This elective will put you in a position to assume responsibilities in a wide range of roles, including as a retail marketing manager, sales representative, as well as e-commerce, channel, supply chain or key account manager.

Tip

What does “compatible with part-time employment” mean? Courses take place on three successive weekdays, so you can hold down a part-time job during your degree. The curriculum does not include a compulsory internship, although in semester 4 students can either complete a placement with an employer of their choice or spend an exchange semester at one of our partner universities.

CURRICULUM

Semester I	H	ECTS
Management		
Site Development	2	3
Finance and Budgeting for Marketers	2	4
Marketing Process		
Marketing Trends and Developments	2	3
Strategic Brand Management	2	4
Digital Marketing and PR		
MARKETING COMMUNICATIONS		
Digital Marketing	2	4
Value-Based Public Relations	2	3
Internet Law and Data Privacy	2	3
Marketing Research		
Consumer Behaviour	2	3
Research Methods for Marketers	2	3

Semester II	H	ECTS
Marketing Research		
Big Data and Business Intelligence	2	4
Major Track 1: Tourism & Service Marketing*		
INTERNATIONAL TOURISM MANAGEMENT		
Global Tourism Perspectives	2	4
Tourism and Society	2	4
Digital Tourism Management	2	4
Customer Experience and Event Management	2	4
Major Track 2: Fashion & Lifestyle Marketing*		
FASHION AND LUXURY MANAGEMENT		
International Lifestyle and Fashion Trends	2	4
Management of Fashion and Luxury Brands	2	4
Customer Experience Design	2	4
Fashion Market and Collection Planning	2	4
Major Track 3: Retail & Shopper Marketing*		
BUSINESS VALUE CREATION		
Supply Chain Management	2	4
Key Account Management	2	4
E-Commerce	2	4
Shopper Marketing and Omnichannel Retailing	2	4
Leadership and Communication Skills		
Acting and Performing	2	2
Persuading, Inspiring, Influencing People	2	2
Digital Skills		
Development Tools for Web and Mobile Apps	2	3
The Art of Visual and Display Marketing	2	3

Semester III	H	ECTS
Strategic Marketing		
STRATEGIC MARKETING IN PRACTICE		
Innovation Management	2	3
Marketing Strategy Capstone Project	3	12
Leadership and Communication Skills		
Negotiation and Conflict Management	2	2
Leading Meetings Effectively	1	2
Digital Skills		
Influencer Marketing	2	3
Storytelling and Content Creation	2	3
Research		
Research Coaching I	2	5

Semester IV	H	ECTS
Management		
Ethics and CSR	2	3
Research		
Research Coaching II	1	1
Master Thesis	0	22
Master Exam	0	4

* Students choose one major track.
Subject to possible alterations (Version 01/2020)

A VERY PERSONAL STORY: A PASSION FOR MARKETING

Linda Poláková comes from Slovakia and lived in Madrid, London, Amsterdam, Bangkok and Vienna for some time. After having graduated from Business Administration, she now attends the master's programme in Marketing specialising in Fashion and Lifestyle.

Fashion and marketing

I decided to attend the master course in Marketing because I wanted to specialise in the field of business that I am highly passionate about. As I have been involved in the fashion world as a model, I was curious to see the industry from the other side. Also, I was satisfied with the way of studying at IMC Krems and wanted to stay in Austria.

Modern aspects of marketing

The highlights of my studies are: Digital Marketing, where we learn about current tools and technologies which streamline the marketing efforts in the ever-changing environment. Internet Law and Data Privacy gives us an overview of the legal side of activities, which needs to be considered when working as marketers. In Strategic Brand Management, we work on a real-life case of launching a fragrance on the Austrian market. I profit most of all from courses which directly apply the theory we learn during class to practice. Also, discussions in class are highly beneficial as I become more confident in presenting my ideas and opinions whilst being able to listen and learn from others.

Master is different from Bachelor

It was surprising that even though I completed the bachelor's degree at IMC Krems, the master studies are a different experience. Now people in class know what they want to do, are motivated and willing to face challenges. My plan for the future is to find a job which I look forward to waking up to and which allows me to support myself financially. I am open to various industries and would like to focus on digital marketing. I want to either stay in Austria or move back to the Netherlands. I am also aiming to improve my German and feel more confident talking.





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