

SBWL Marketing and Consumer Research



Monika Koller

m.core - Institute for Marketing & Consumer Research

JANUARY 2024



Marketing and Consumer Research

- You are interested in human beings?
- In their role as consumers?
- How they behave and why they show a certain behavior?
- How they feel and experience emotions?
- How this knowledge translates into applied marketing?



- Join us at



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MARKETING & CONSUMER RESEARCH

Meet the **m.core** team

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Meet the **m.core** team

MARKETING & CONSUMER RESEARCH



PD Dr. Monika **Koller**
Head of Institute
Associate Professor



Dr. Barbara **Hartl**
Assistant Professor



Burçak **Baş**, PhD
Assistant Professor



Univ. Prof. DDr.
Bernadette **Kamleitner**
Deputy Head of Institute



Dr. Eva **Marckhgott**
Assistant Professor



John **Price**, MBA MSc
Teaching and Research Associate



Mag. Gerlinde **Spicko**
Senior Scientist



Susanne **Ruckelshausen**, MSc
Teaching and Research Associate



Till **Bieg**, MSc, MSc
Teaching and Research Associate



Helga **Karl**
Office Management



Linda **Keller**, BA
Office Management



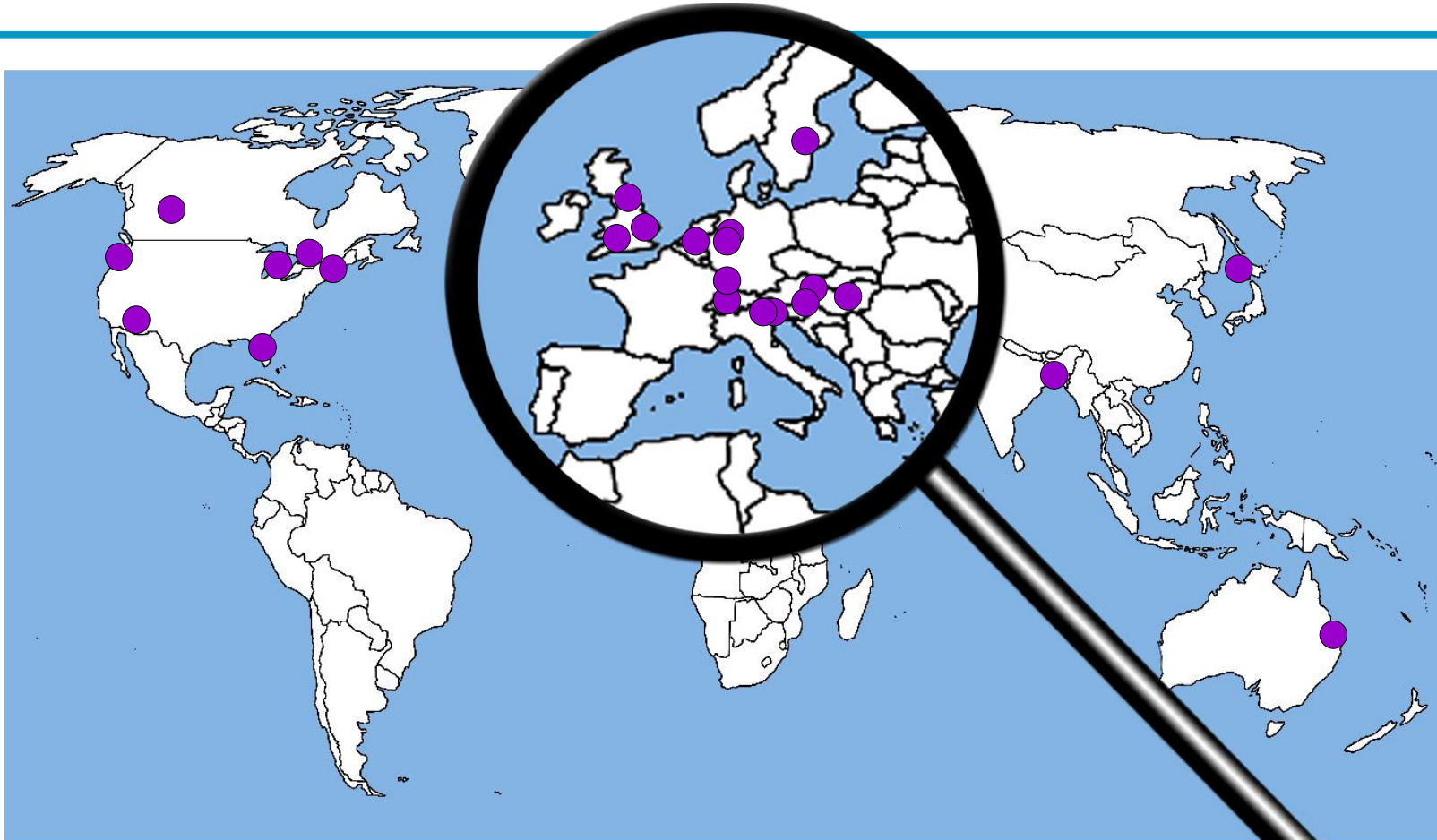
Curiosity, reflection, and respect guide all our actions: as experts, researchers, teachers, partners and colleagues.

Your benefits

- Insights on the psychology of human consumption behavior
- Strong consumer orientation
- Timeless knowledge
- Customer touchpoints and experience management, Branding
- Content based on up-to-date international consumer and marketing research



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- Insights on the psychology of human consumption behavior
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- Content based on up-to-date international consumer and marketing research
- Relevance and real-world application



Your benefits



Your benefits

- Insights on the psychology of human consumption behavior
- Strong consumer orientation
- Timeless knowledge
- Customer touchpoints and experience management
- Content based on up-to-date international consumer and marketing research
- Relevance and real-world application
- Personal support
- Working in teams
- Courses in English
- Encompassing knowledge for professional career or any related master's program



Our expectations

- Curiosity
- Commitment
- Critical and strategical thinking
- Team spirit
- Being ready to work on real-life cases and challenges
- Interest in top-level academic research and empirical work
- Open-mindedness and interest in studying relevant topics of our contemporary society, such as sustainable consumption behavior, privacy issues and ethical concerns



Admission

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m.core
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is looking forward to meeting you!



Ready to apply?

Admission to our SBWL is composed of three parts:



A motivation letter



Reflection task: Your individual reflection on a current topic in marketing and consumer research



Success in your previous courses (transcript of records)

Admission: (1) Motivation letter

*Why are you interested to study at m.core and why should **you** be considered for one of the 45 spots available?*

- You also have the opportunity to add further information that you think might be relevant, such as professional experience as well as your personal interests. It is beneficial if you can prove this, e.g., with certificates, etc.
- The motivation letter should answer the following questions:
 - Why did you choose the SBWL?
 - What qualifies you for the SBWL?
 - How did you achieve these qualifications?

Admission:

(2) Reflection task: Your individual reflection on a current topic in marketing and consumer research

- This short reflection directly relates to current topics that we will work on in the specialization. You can show **your approach** on **elaborating** and **reflecting** on **relevant topics**. It is very brief, about **300 words**.
- An **example** what the task could look like:

AI is currently all over the media, especially consumer applications such as ChatGPT.

What do you think about this new emerging topic?

From a consumers' perspective?

Regarding its role in marketing?

In your answer you can, e.g., relate to examples you came across, reflect on them, state pros and cons from your individual perspective. Please cite any sources you have used.

Application process

Step 1	Registration - eVVZ	Register for the course "Access to Specialization: Marketing and Consumer Research".
Step 2	Uploading of documents on canvas	If you have successfully registered for the course, you can find all respective documents and information on canvas, as soon as the applications are open. Submission of your application is open for one week .
Step 3	Decision on admission	After applications are closed, we will examine all applications submitted via Canvas WU, and inform you shortly after whether you have been accepted to the Marketing and Consumer Research specialization.

Winter Term 2024:

Step 1: Registration via LPIS: February 1st until February 5th, 2024

Step 2: Application via Canvas is open from February 6th until February 13th, 2024

We are looking forward to your application and wish you luck!

Courses

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Course 1 Consumer Psychology and Behavior

“Understanding the human being as consumer”

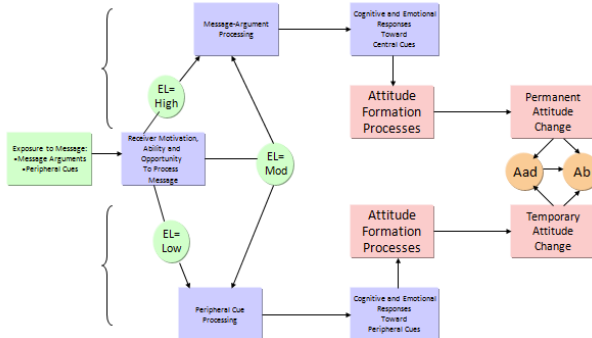
Consumer Psychology



Sustainable behavior



Decision making processes



Course 1 is a platform to reflect on how this knowledge translates into customer insights in real consumption situations and marketing decision-making.

Course 1

Consumer Psychology and Behavior



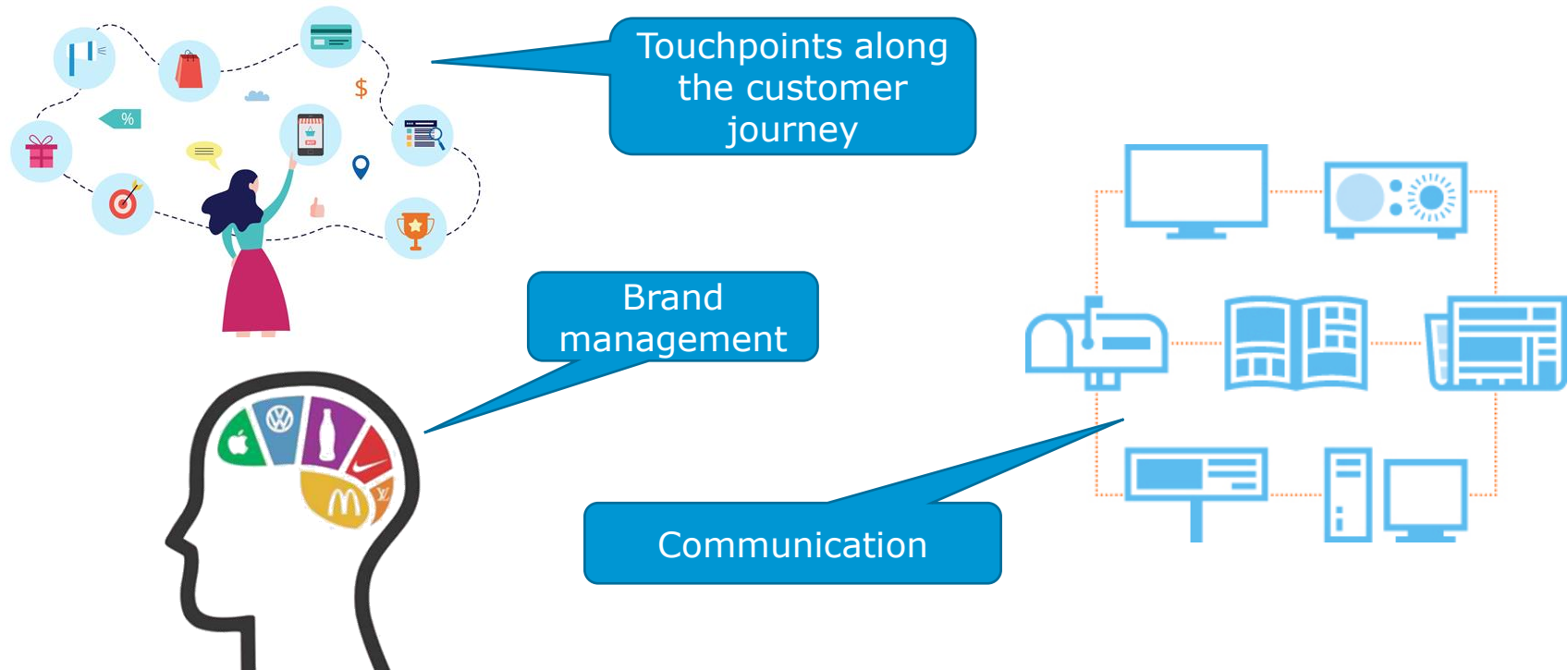
*"For me, the **choice of a suitable specialization was very easy**, as my interests lay in both **psychology** and **marketing**. These two components were perfectly combined in the institute and gifted me with a skill set that I can use very well in the **further stage of life**. Understanding the behavior of people and a **basic understanding of psychology** are in my opinion **essential to create a good and successful working environment**. The knowledge I learned, and the choice of this institute definitely gave me the chance to complete my **MBA in the United States** and will continue to give me a lot of pleasure, for which I am very grateful."*

Niels Buurman, MBA, Digital Projects Specialist, Red Bull Media House

Course 2

Consumer Touchpoint Management

“Insights about the most important touchpoints are vital. They enable a company to provide value to its customers and create customer experience.”



Course 2

Consumer Touchpoint Management



*"I enrolled in the SbwI Marketing and Consumer Research in **WS21/22**, and during that time I had the pleasure to take part in the course „**Consumer Touchpoint Management**“. During that course, I learned about **brand strategies**, a **brand's image**, and **different communication channels**.*

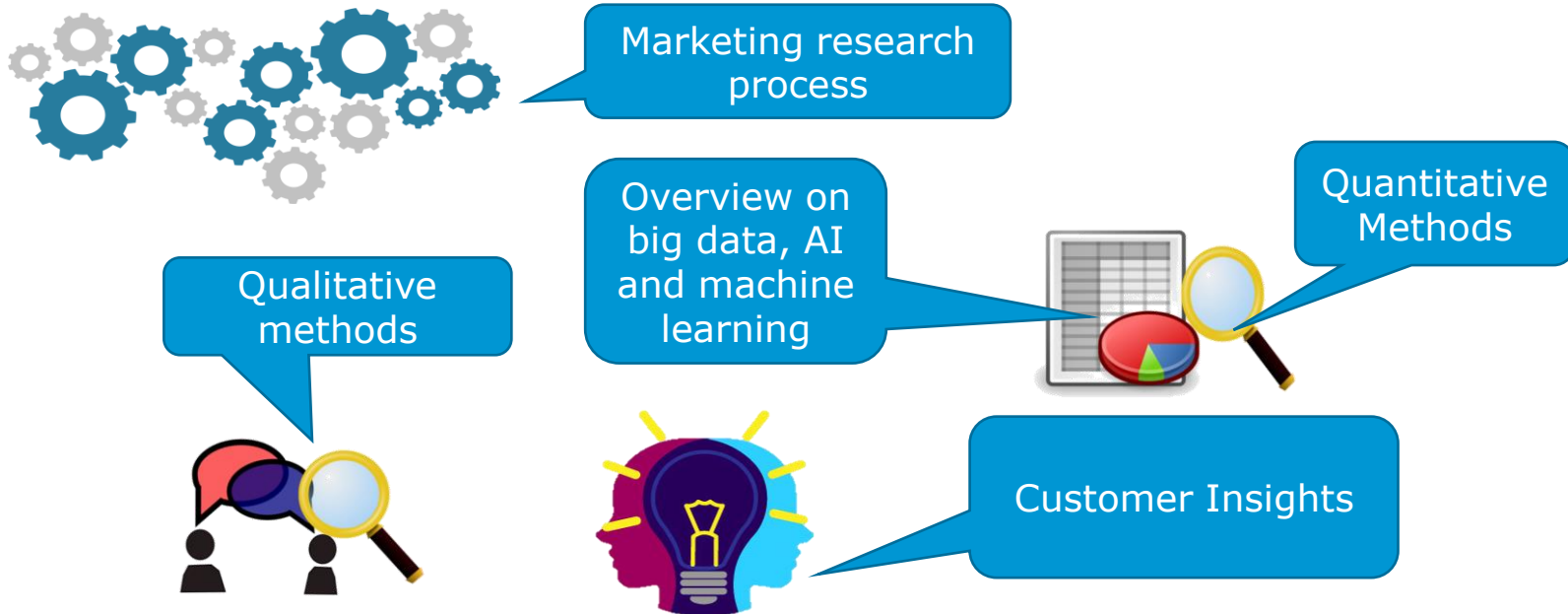
*I particularly liked that we could **bring these strategies to life** in a group project. On top of that, each of us got to work with **Canva** to create different posts and/or videos and get knowledge about **how to create a post that e.g. brings a brand's image to life**. I also gained important insights from **professionals**, who practice these strategies in their daily lives, during **guest lectures**.*

*In a nutshell, the **SbwI is very interactive with a nice teaching style**. Therefore, I can highly recommend this SbwI for **all creative people, who are interested in Consumer Marketing**."*

Katharina Spiller, Student at WU Vienna

Course 3 – Research Methods in Marketing

“Analytical thinking skills, knowledge on the identification of research questions, formulating hypotheses, operationalizing ways to test them and drawing conclusions based on the analysis of the results is vital for every marketing manager.”



You will learn how to synthesize data into actionable customer insights.

Course 3 – Research Methods in Marketing



"During **WS 22/23** I took the **3rd course** of the specialization **MCORE** which is about **Research Methods in Marketing**. The course helped me gain a general understanding of the different approaches in the **marketing research** field. **Theoretical** as well as **practical learning methods**, like group works and discussions, **helped provide insights on when to use which methods and how to apply them in real life.**

As a result, we learned for example **how to formulate research questions** and **how to answer them with tools like excel**. After completing the course, I felt like **I learned new skills that will help me in my future career.**"

Leonie Beier, Student at WU Vienna

Course 4 – Marketing and Consumer Research Project

“In this course, generating customer insights is trained along real-world problems in marketing practice.”

- **Consumer behavior in relation to terry cloth** (Winter 2023/24)
- **Social Economy: online platform re-use products** (Winter 2021/22)
- **Consumer behavior in community gardens** (Summer 2021)
- **Market potential for EDWIN** (Winter 2020/21)
- **Customer Feedback** (Summer 2020)
- **Perceived customer value, Customer segmentation, Brand positioning** (Summer 2019, 2017 and 2013)
- **Usage and optimization of promotional merchandise** (Winter 2018/19 and 2016/17)



Course 4

Marketing and Consumer Research Project

Aktuell Werbeartikel

Sympathie-Träger

Praktisch, attraktiv, originell, hochwertig, nachhaltig: So stellen sich Konsumenten laut einer Studie das optimale Werbemittel vor. Der Tophit sind technische Geschenke.

Von Christian Prenger

Werbemittel: WU-Studie rückt Konsumenten-Anforderungen in wissenschaftlichen Fokus

 Horizont Redaktion 02. April 2019

Werbeartikel 2019: Qualitativ hochwertig und nachhaltig produziert

Eine aktuelle WU-Studie rückt erstmals die Anforderungen der Konsumenten an Werbemittel in den wissenschaftlichen Fokus.

WU-Studie zeigt: Diesen Werbeartikel wünschen sich Konsumenten

Course 4 – Marketing and Consumer Research Project



*"I did the "Marketing and Consumer Research Project" course as part of the M.CORE specialization in the **WS 2022/23** and it is **exactly what its name says**.*

*In our project, we were tasked with conducting customer research in collaboration with **Vöslauer** to identify the big **non-alcoholic beverage trends** that will shape the coming decade. We were guided through a **real-life empirical study** by **knowledgeable and experienced lecturers** who provided us with **advice and support** every step of the way.*

*The **hands-on experience** of how to conduct and present such research from start to finish gave me a **practical understanding** of **generating customer insights**, which **I think is an invaluable skill for my future career.**"*

Bence Oláh, Student at WU Vienna

Course 5 – Marketing Insights

“This course allows insights into **timely topics**. It challenges students to apply their **customer-centered knowledge** to a broader context of **real-world problems**.”



Field-Trip & Real World Experience



Field-Trip & Workshop “The end of advertising as we know it”

1000things

NENI



VOTIV KINO



Innovative Teaching Award 2021

<https://youtu.be/2L4Mzd5kmMA>

**Nomination for the Ars Docendi –
„Staatspreis für Exzellente Lehre“ 2022**

As for course 5, alternatively to Marketing Insights, students can choose from a **pool of electives** jointly offered with the other marketing specializations at our Department.



<https://www.wu.ac.at/mcore/gesellschaft-praxis/marketing-insights-videos/>

Course 5 – Marketing Insights



*"Through the SBWL I got a great insight into different fields of marketing. I learned so much interesting things and thus found out in which direction my **career path** should go.*

*I'm very grateful for the **real life experiences** we got through the sessions with interesting leaders in the marketing sector. The best thing I could take away from the **SBWL was the opportunity to get to know my current employer**. The CEO of LOOP was presenting his company as well as his idea of storytelling and afterwards I got in contact with him.*

*Now I'm working at LOOP which I never regret and also got the idea for my bachelor thesis out of the session with him. I **recommend this SBWL** to everybody, who is interested in **marketing basics, forward thinking marketing strategies, interesting companies.**"*

Alexa-Sophie Harnisch, BSc, Loop Salzburg

Unique additional benefit: High Potential Award

- Our best students get the chance to apply for a paid internship
- Current partner:



m.core High Potential Award winner 2017



Miriam Krusic, MSc
Key Account Manager
Procter & Gamble in
Switzerland

*"I can only confirm that what you are learning during the five courses of the SBWL is incredibly **valuable** for your **working life** and will make it a lot easier to **start a career in Marketing/Sales.***

*I could really apply a lot of **theoretical knowledge during my internship** and gain further **practical experience** during the courses. Thus, for everyone who is interested in Marketing I can only **recommend the SBWL.** The SBWL even **enhanced my interest in the Marketing area** and opened up ambitious perspectives to me."*

m.core Ambassadors

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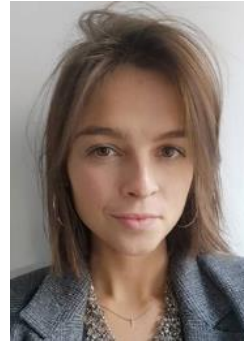


Voices of our Alumni



Julia Müller-Pernt, MSc
Senior International
Group Brand Manager,
Kotányi GmbH

*"(...) The mix of exams, seminar papers and projects with renowned project partners is a **perfect preparation for both master programs and the start of a career.** This adds to the attractiveness of this SBWL."*



Kristina Kuschnig, MSc
Marketing & PR
Manager, myrobin

*"(...)The cooperation with **prestige companies** let me gather **real-life experience**, which I immediately can implement in new challenges. The expertise I gained from the specialization **prepared me perfectly for the marketing world.** I am now able to start right away in a position where I can **make a real change** and where my **knowledge is highly valued.**"*

Student Ambassador 2024



If you want to expand your marketing knowledge and dive deeper into the field of consumer psychology, mcore is the perfect specialization for you!"

Nina Gaßner, BSc, m.core Student Ambassador 2024

Fell free to contact Nina: **nina.gassner@wu.ac.at**

Voices of our Students



<https://youtu.be/VJ9QhL7v0pA>

Stay Tuned!

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Is it a match?

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It's a  Match!

We are looking forward to meeting you!



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Associate Professor

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