

Marketing Spring Program 2020

Trends - Challenges - Solutions

May 18-29, 2020



The Marketing Spring Program is intended to provide insights into the emerging trends and challenges in applied marketing, including a real-world tourism marketing project.

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WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

imc

UNIVERSITY
OF APPLIED SCIENCES
KREMS / AUSTRIA

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ALL DETAILS AT A GLANCE

Program	An academic short program focusing on how effective marketing tools support marketing decisions, especially when applying the theoretical concepts in a real-life project.
Dates	May 18–29, 2020
Universities	WU (Vienna University of Economics and Business) WU ranks among Europe's leading institutions of higher education in the fields of business, economics, and related areas of study. IMC University of Applied Sciences Krems As an Austrian university of applied sciences with a very strong international focus, IMC UAS Krems provides excellent higher education with an outstanding practical orientation.
Locations	Vienna is one of Europe's cultural centers. Its central location has made it a gateway for business relations in the Central European region. Tradition and culture, research and education, economic growth and a safe, livable environment make it a place with an exceptionally high standard of living. Krems is the gateway to the Wachau Valley, one of Europe's loveliest river landscapes. Its history extends back more than a thousand years. The historical center of Krems is one of the most beautiful in Europe and is included in the UNESCO World Heritage List.
Application requirements	<ul style="list-style-type: none">› Enrollment in an undergraduate program in business studies› Nomination by a WU Vienna or IMC Krems partner university
Program services	<ul style="list-style-type: none">› Academic program on applied marketing, including a real-life project› Social and cultural program› City tours and social/cultural activities in Vienna and Krems› Public transport ticket in Vienna and the transfer to Krems› Optional: Accommodation

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