

**Management and Marketing IC  
247.026 and 247.028**

**Summer Term 2021**

**Edit Juhász**

edit.juhasz@jku.at

**Grégory Bartel**

gregory.bartel@jku.at

---

**Course Objectives**

- get to know different kinds of leadership, leadership styles and requirements for leaders in specific contexts
- learn about organizational implications of individual interaction and collaboration in groups/teams as well as the dynamic processes and phenomena affecting team performance
- become familiar with the issue of collaboration and/or defection, the dependency of individual behavior on context and ways to strategically determine, shape and alter individual's behavior and reactions
- be able to link the introduction on marketing from the lecture with new issues and emerging trends in marketing
- apply your marketing knowledge to practical case studies by designing marketing strategies for real products

---

**Course Content and Structure**

The intensive course is designed as a completion of the introduction to **general principles of management and marketing**. The intensive course is based on selected topics covered in the lecture "Management and Marketing VL". **It is recommended to attend the lecture "Management and Marketing VL" (247.027) in parallel in the same semester.** The content of both lecture and intensive course is highly interdependent and refers to material and content from the respectively other class. **Students not enrolled in the lecture and intensive course in parallel will not have access to all materials!**

The course language is English. All written assignments have to be completed in English. Language itself will not be graded.

Attendance\* is expected for the entirety of all class sessions. Students who do not attend 80% of the total class time will automatically receive negative course grade. If you have scheduling conflicts, you must notify the lecturers (Management: Edit Juhász, Marketing: Grégory Bartel) at least 24 hours in advance. Absences that are not communicated with lecturers before the start of the session will not be excused. Consequently, any missed graded component in the respective session will result in a negative component grade.

**\*Important remark:** In case the course has to take place virtually or in blended learning manner, the same attendance principles are applied as described above. You will be informed upon semester start whether the classes take place in person or virtually. The schedule is fixed please find it on KUSSS! Thank you for your flexibility!

---

### Requirements and Grading

The assessment of this course is based on the following requirements:

Level	Assessment	Percentage
Individual	Management Component	50 %
Individual	Marketing short test	30 %
Group	Marketing case study	20 %
	Maximum:	100 %

For a passing grade students must obtain at least 50 per cent in each category AND at least 60 per cent of the total points. The final grade will be calculated according to the following formula: 0-59.5 (5); 60-69.5 (4); 70-79.5 (3); 80-89.5 (2); 90-100 (1).

---

### Planned Dates and Times

Please check KUSSS for final times and rooms!

---

### Discipline Rules

As an academic institution, the Department of International Management does not tolerate any form of academic dishonesty. Plagiarism encompasses presenting as one's own the words, work, opinions, or factual information of someone else without giving that person credit, as well as borrowing the sequence of ideas, the arrangement of material, or the pattern of thought of someone else without proper acknowledgement. All discovered instances will result in an immediate decrease in grade of the assignment or exam. In severe cases, this may result in a failing grade for the assignment or exam. In addition, there will be an automatic decrease in overall grade. Consequently, this may result in the failure of the course. In the case of group work, the consequences will be extended to the entire team. For details see our code of conduct at [www.jku.at/iim](http://www.jku.at/iim).

---

### Moodle support

We offer a reading package containing all preparatory readings and the case studies for this course. You are expected to read the texts for each session in advance. The reading package can be accessed on the Moodle course website prior to the beginning of the course. **Please note that there are preparatory readings already for the first course session.**

Test scores and feedback will be posted in Moodle. Please submit your assignments via Moodle!

---

### **Sustainability Policy**

As a department that strives to promote environmental sustainability, we encourage you to consider the environment and refrain from printing the readings on Moodle.

---

### **Contact**

In case of changes to the schedule or other important correspondence concerning the course, emails will be sent out via the KUSSS-system. Therefore, please ensure that your email address in the KUSSS-System is one that you are checking on a regular basis.

For questions or problems please contact:  
office\_iim@jku.at