

**Management & Marketing Lecture (VL)
247.027**

Winter Term 2021

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Course Objectives

- Establish basic familiarity with concepts such as values, motivation, power, and influence at the workplace.
- Create awareness concerning the importance of perception, and how it can be influenced throughout the communication process among managers and their teams.
- Learn about general concepts and principles of modern marketing.
- Have good knowledge of marketing strategy processes and marketing mix tools.

Course Content and Structure

The lecture offers an introduction to **general principles of management and marketing**. It consists mainly of distance learning sessions delivered via Moodle as well as a mandatory introduction classroom session* and two mandatory written exam dates. The course language is English. All written assignments have to be completed in English. Language itself will not be graded.

It is **recommended to attend the intensive course “Management and Marketing IK” (247.026/247.028)**, which intensifies several topics and applies theoretical knowledge to practical case studies, **in parallel in the same semester**.

Attendance* is expected for the entirety of all class sessions. Absences that are not communicated with lecturers before the start of the session will not be excused. **Students who do not attend the introduction session will not remain enrolled in the course**. Any missed graded component in the respective exam session will result in a negative course grade.

***Important remark:** In case the kick-off meeting and the exams have to take place virtually 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	Written exam Management Component	40 %
Individual	Written exam Marketing Component	40 %
Individual	Moodle assignments	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!

Moodle support

The Moodle course website contains all required readings and resources needed for this course. Students are expected to work in a self-motivated and autonomous manner. It is recommended studying one lesson per week, starting with the three lessons of the Management component (until the first exam), followed by the three lessons of the Marketing component. Here is the structure of the Moodle content:

Session 1 – Management: Communicating - Perception and communication process

Session 2 – Management: Understanding motivation

Session 3 – Management: Delegating and organization

Session 4 – Marketing: Marketing strategy and consumer behavior

Session 5 – Marketing: Marketing mix

Session 6 – Marketing: Special topics in marketing

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.

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