



Marketing Spring Program 2022

Trends - Challenges - Solutions

May 16 -27, 2022

WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS



UNIVERSITY
OF APPLIED SCIENCES
KREMS / AUSTRIA

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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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 16–27, 2022
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	› Enrollment in an undergraduate program in business studies › Nomination by a WU Vienna or IMC UAS KREMS partner university
Program services	› 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

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