

International Marketing Week 2023/2024

12 May – 17 May 2024



University for Business, Management and Finance



The UAS BFI Vienna trains the specialists and managers of tomorrow. Currently, about 2,500 students from 59 nations attend the UAS, about two thirds of them part-time.

Through close cooperation with lecturers from business and industry as well as corporate partners, our practice-oriented degree programmes impart the skills that are currently in demand on the labour market and open up a wide range of career opportunities.

Study fields ranging from: business, economics, finance, logistics, project management to games and media.

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International but in a family atmosphere

The UAS BFI Vienna cooperates with over 90 partner universities in Europe, Asia, Australia and North and South America. This international network results in numerous opportunities to gain international and intercultural experience.

At the same time, students study in small, motivated groups with dedicated teachers in a family atmosphere.

The UAS is located in the most liveable city in the world: the green Prater invites you to take relaxed study and lunch breaks, and the charismatic Stuger quarter offers many culinary and cultural highlights.



International Marketing Week Vienna 2024

- Topic: Marketing Strategy for a Women's Football Team
- Date: 12 May (arrival day) – 17 May 2024 (departure day, 13:00 end of program)
- Venue: UAS BFI Vienna

IMW Vienna 2024 will be organised as an **Erasmus+ Blended Intensive Programme (BIP)**

- ✓ Funding for your students
- ✓ Also Non-BIP applications welcome!



Marketing Strategy for a women's football club

In the small town of Fürstenfeld, there is a young women's team that wants to spice up their marketing strategy with the help of your students. It is a young, aspiring team that is doing everything it can to move up in the football league.



Bring your creativity to develop a marketing concept for an up-and-coming young women's football club and approach more sponsors. Develop a marketing strategy in intercultural teams and help the young team to advance in the football league. The teams will present their strategy to the client, the best work will be awarded

Online Structure

3+1 sessions, case study based

Monday starting 17:30

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|--|--------------|
| 0. Onboarding, visiting lecturers only, 90 minutes
<i><u>mandatory</u> for visiting lecturers</i> | (April 8th) |
| 1. Check-in students, pre-assignment, 150 minutes | (April 15th) |
| 2. Teambuilding, Q&A, 150 minutes | (April 22nd) |
| 3. Elevator pitch presentation, 150 minutes | (April 29th) |

April 2024

On-Site Structure

On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22	On-Site UAS BFI Vienna, Wohlmutstrasse 22
Welcome & Onboarding	Q&A Session	Q&A Session	Q&A Session	Online Evaluation of IMW
Team Warming	Work Session Task 3	Work Session Task 5	Work Session Task 7	Presentations in Front of Client(s)
Introduction of Tasks & ToDos & Process	Feedback & Questions	Work Session Task 6		
Work Session Task 1	Work Session Task 4	Feedback & Questions	Feedback & Quest. <i>Apprechative inquiry regarding Absenteeism (i.a. Online)</i> (Teams facilitated by 1 Lecturer)	Award Ceremony
Lunch Break	Lunch Break	Lunch Break	Lunch Break	End of IMW Vienna
Preparing Questions to Client	Bus Ride to Fürstenfeld	Preparation City Tour	Self-organized Work Session Finalization_of_Presentation	
Key Note Clients Mr Planer & Mrs Wagner		Guided City Tour		
Sharing Impressions & Reflection of Task 1	Spare Time			
Work Session Task 2				
Questions & Feedback	Getting to Know Location, Key Player, Team - Questions to Key Player & Team			
Self-organized Work Session				
	Dinner	Lecturers dinner (location will be announced)		
	Bus Ride to Vienna			

May 13-17, 2024

International Marketing Week Vienna 2024

- 3 mandatory virtual meetings:
 - Dates: April 2024
 - Time: 17:30-20:00
- Arrival on Sunday, 12 May 2024
- End date is Friday 17 May 2024 around 13:00
- Individual pre-assignment
- International work groups
- Football match
- Visit Fürstenfeld
- Peer evaluation
- City Tour



International Marketing Week Vienna 2024

Cost: EUR 240,- (international students), Erasmus+ BIP funding possible
EUR 75,- (UAS BFI students)

Excluded: travel costs, some meals and personal expenses, Additional nights have to be organised and paid by the students themselves. For cancellations made 4 weeks before the event, cancellation fees will be charged to the university.

- ✓ Accommodation for 5 nights (Sunday arrival, Friday departure) in the „IBIS Budget Messe“ (TBC) in 2-bed-rooms incl. breakfast
- ✓ Public transport ticket for Vienna from Monday to Sunday
- ✓ Lunches (sandwiches & drinks)
- ✓ One dinner @ the UAS (Austrian Buffet)
- ✓ City tour
- ✓ Football match
- ✓ Excursion Fürstenfeld

International Marketing Week Vienna 2024

Nomination: Please send a list with your nominated students until 16/January/24 to claudia.redtenbacher@fh-vie.ac.at

Registration: Online registration for students open until 06/February/24





Students, please bring
with you

- Motivation
- Energy
- Flexibility
- Curiosity
- Sportswear if you want to join the football match
- Food samples from your home country to share with all

