

International Marketing Week 2021/2022

15 May – 20 May 2022



International Marketing Week Vienna 2022

- Topic: Marketing Strategy for the Vienna Zoo
- Date: 15 May – 20 May 2022
- Venue: UAS BFI Vienna



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Marketing Strategy for the Vienna Zoo

Schönbrunn is the oldest zoo in the world and part of the UNESCO World Cultural Heritage site with the imperial summer residence of Schönbrunn Palace



- Individual pre-assignment
- Country/university presentation
- International work groups
- Keynote from the Marketing
CEO of Schönbrunn Zoo
- Peer evaluation



Students from partner universities: EUR 250 Fee (approx.)

- ✓ accommodation for 5 nights (Sunday arrival, Friday departure) in a hostel (up to 6 bed rooms) incl. breakfast
- ✓ public transport ticket for Vienna from Monday to Sunday
- ✓ Lunches (sandwiches & drinks)
- ✓ one dinner @ the UAS (Austrian Buffet)
- ✓ 1 hour tour with the „Panorama Train“
- ✓ Visit to the zoo
- ✓ Teambuilding Session



Excluded:

travel costs, some meals and personal expenses, Additional nights have to be organised and paid by the students themselves

Cancellation policy:

depends on the hostel
information will follow



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Fee: EUR 250 (approx)

Nomination: Please send a list with your nominated students until **01/March/22** to claudia.redtenbacher@fh-vie.ac.at



Registration:

Online registration for students open until **14/March/22**



Students, please bring with you

- Motivation
- Energy
- Flexibility
- Curiosity
- Food samples from your home country to share with all

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Thank you!