

# DIGITAL MARKETING

# MA

Full-time



This master's program emphasizes developing expertise at the intersection of marketing, creativity and web technology, while also incorporating social skills and leadership training.

## OVERVIEW

- >> Master`s Degree Program
- >> Full-time; 4 Semesters
- >> Taught 100 % in English
- >> 20 Study Places/Year
- >> € 363,36/Semester + Union fees  
Fees may differ for non-EU students

## SPECIAL FEATURES

- >> Study Trip (1 week)
- >> Max. 30 % E-Learning



# DIGITAL MARKETING

## MASTER'S DEGREE PROGRAM | MA | FULL-TIME



Jul 2025

### PROGRAM CONTENT

- >> Create digital campaigns
- >> Strategic use of social media
- >> Analyze relevant KPIs
- >> Current trends & technology
- >> Develop digital content concepts
- >> Analyzing customer requirements

### POPULAR OCCUPATIONAL FIELDS

- >> Marketing & Communications Manager
- >> Social Media Manager
- >> Customer Experience Manager
- >> Media & Communications Consultant
- >> SEO/SEA Manager
- >> Digital Content Manager

"In an increasingly digital world, it is important to deepen theoretical knowledge through practical applications. This Master's fulfills this and creates the best conditions for starting a career."

Bianca Hullin, MA  
Graduate

## CURRICULUM

| SEMESTER      | 1  | 2  | 3  | 4  |
|---------------|----|----|----|----|
| ECTS Credits* | 30 | 30 | 30 | 30 |

### COURSES

|                      |                                              |   |   |   |    |
|----------------------|----------------------------------------------|---|---|---|----|
| DIGITAL MARKETING    | Content Marketing                            | 4 |   |   |    |
|                      | Customer Experience Management               | 5 |   |   |    |
|                      | Digital Dialog Marketing                     | 5 |   |   |    |
|                      | Affiliate Marketing                          | 2 |   |   |    |
|                      | <b>Digital Marketing:</b>                    |   |   |   |    |
|                      | I - Strategy Development & Planning          | 5 |   | 4 | 3  |
|                      | II - Budgeting & Controlling                 |   |   |   |    |
|                      | III - Omnichannel Marketing Communications   |   |   |   |    |
|                      | Performance Marketing                        |   | 5 |   |    |
| WEB                  | Crossmedia-Production & Digital Design I, II |   | 6 | 6 |    |
|                      | Social Media I, II                           |   | 6 | 6 |    |
| MANAGE-<br>MENT      | Ethics in Marketing                          |   |   | 2 |    |
|                      | Fundamentals of the Web & Lab                | 6 |   |   |    |
|                      | Web Analytics & Lab                          |   | 3 |   |    |
|                      | Teambuilding                                 | 1 |   |   |    |
| INT.                 | Fundamentals of Digital Economics            | 2 |   |   |    |
|                      | Organizational Theory & Strategic Management |   | 4 |   |    |
|                      | Selected Legal Areas                         |   | 2 |   |    |
|                      | <b>Study Trip</b>                            |   |   | 3 |    |
| PRACTICE<br>TRANSFER | Scientific Work                              |   | 4 |   |    |
|                      | Practical Project                            |   |   | 6 |    |
|                      | Elective I, II                               |   |   | 3 | 3  |
|                      | Colloquium                                   |   |   |   | 2  |
|                      | Master's Thesis                              |   |   |   | 22 |

\* ECTS: European Credit Transfer System, amount of work for students per lecture (1 ECTS = 25 h.).