

Study regulations of the Master's course

Digital Marketing

To obtain the academic degree

Master of Arts in Business,
abbreviated MA

as an appendix to the statutes of the
HOK | University of Applied Sciences Kufstein Tirol

Organizational form: full-time & part-time

Duration: 4 semesters

Scope: 120 ECTS

Places for beginners per academic year: 20 full-time
25 part-time

Version 1

Adopted by the Faculty on June 24, 2026
Program starts WS 2027/28

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1 OCCUPATIONAL PROFILES

1.1 Career opportunities

The Master's program in Digital Marketing prepares graduates for a variety of positions in a wide range of departments and agencies—and thanks to the leadership skills acquired through management training, they may also be eligible for **executive roles**.

Marketing Manager	Media and Communications Consultant
Communications Manager	Content Marketing Manager
Digital Brand Manager	Online Marketing Manager
E-Business Manager	Project Manager at the Interface Between Marketing and IT
Social Media Manager	SEO/SEA Manager
Customer Experience Manager	Omnichannel Manager

Thanks to the interdisciplinary and broad-based management education at the master's level, graduates can take on responsibilities in all areas of traditional and digital marketing—as well as combinations thereof—including in leadership positions. These areas of responsibility include strategy development, budgeting, campaign planning, media production and planning, as well as controlling—including performance measurement of all marketing activities and content marketing—in alignment with the business plans of the company or client organization and through the synergistic use of all available channels.

The business and technology focus of this program enables graduates to act as mediators and project leaders at the intersection of management, corporate communications, and IT. This is of increasingly fundamental importance in both the field of external corporate communications (including websites, social media platforms, online advertising, SEO, and SEA) and internal corporate communications.

Through in-depth exploration of the technical and creative possibilities of audiovisual media, as well as their risks from the perspective of consumer behavior, graduates can take on strategic, managerial, or operational roles in the fields of cross-media production and omnichannel marketing.

Job Profile: Online Marketing Manager

E-commerce is the fastest-growing market. Companies are increasingly investing in e-commerce, and marketing activities are shifting accordingly to the internet. Expert knowledge in this rapidly growing professional field is therefore more important than ever. Online marketing managers are specialists in this area and have a comprehensive overview of current trends and developments on the internet. They understand their customers' digital habits and interactions and must comprehend and respond to changes in this fast-paced environment to deliver value to customers. This is the only way to ensure that customers are reached across all digital channels. Furthermore, their specialized training in the digital field enables them to take on advisory roles. The job description for online marketing managers includes, among other things, the following responsibilities:

- Can create, manage, and optimize websites
- Designing and adapting digital campaigns
- Ability to prepare and implement the communication tools typical for web content in accordance with client requirements
- Possess a broad knowledge of current web technologies and trends
- Conduct monitoring, analysis, and the promotion of web content
- Are familiar with common tools and programs for data analysis
- Understand the economic and legal context of digital marketing and possess project management skills
- Can analyze and understand key performance indicators related to the online sector

Job Description: Content Marketing Manager

Content marketing aims to help companies present themselves with content that is as unique and high-quality as possible. Content marketing primarily focuses on digital media such as a company's own website, social media platforms, or blogs. The focus is not exclusively on the company and its products or services, but also on stories and other entertaining content designed to attract more attention and thereby drive desired customer behavior. Content marketing managers work on the conceptual and creative development of unique, high-quality content to present a company and its products in an engaging way in the digital sphere.

To present relevant content to customers in the most appealing way possible, content marketing managers know their target audience very well and have a keen sense of aesthetics and how they resonate with customers. In addition, they possess not only creative and technical-digital skills but also organizational abilities.

In summary, content marketing managers possess the following skills:

- They can conceptualize and design content for websites, brand building, and customer retention
- In doing so, they provide unique and high-quality content
- Can analyze social trends and, based on them, independently develop customized, customer-focused concepts and strategies
- Have a keen sense of customer needs
- Possess project management skills
- Are familiar with common web analytics tools and programs

Job Description: SEO & SEA Manager

Search engine optimization and advertising (SEO and SEA) have become key elements of online marketing. Especially in the digital age, people primarily search for information online. Companies aim to appear as high as possible in search engine results so they can be found quickly. By running ads, companies achieve greater visibility and discoverability. This makes it possible to drive more traffic to the company's website and increase product and brand awareness. SEO/SEA managers develop strategies to make websites easier to find during online searches and create professional AdWords campaigns.

In addition, the scope of work for SEO/SEA managers includes the following tasks. They:

- understand the goals of SEO and SEA
- can perform keyword analyses
- can create professional AdWords campaigns
- can plan and implement search engine campaigns
- can measure campaign performance
- are familiar with the relevant metrics for search engine optimization and advertising

Job Description: Social Media Manager

Social media platforms such as Facebook, Instagram, Twitter, and others have become an integral part of today's media landscape. Not only individuals but also an increasing number of companies are leveraging the benefits of social media for advertising purposes. The content shared on these platforms has a wide reach and is comparatively cost-effective compared to traditional media. This fast-paced and constantly growing market has created a high demand for experts in the social media field. Social media managers can professionally manage social media platforms and, thanks to their expertise, monitor a company's online presence, coordinate efforts, and respond to relevant changes and/or innovations.

The scope of a social media manager's responsibilities is as follows: They:

- can set up their own social media accounts and populate them with content
- can plan, design, and implement social media projects
- can evaluate trends and tailor them to specific clients
- monitor and analyze social media content
- can carry out follow-up processes, such as performance metrics
- possess a broad range of knowledge in social media
- can present customized social media solutions to clients
- have a strong affinity for technology and media

Job Description: Omnichannel Manager

While the customer experience used to be limited to just a few channels, customers today are presented with a broader, interconnected offering featuring various touchpoints. These additional channels range from mobile devices to social media and C2C communication. In the rapidly growing online sector, the omnichannel approach gives customers the ability to switch back and forth between multiple channels, obtain more information than at a traditional point of sale, and enjoy greater flexibility in terms of timing. To optimally integrate the many available channels, omnichannel managers are responsible for planning, managing, and monitoring sales channels and customer touchpoints to optimize the customer experience and drive business success. They possess strong digital and analytical skills to determine which sales channels are suitable for a company and how these can be designed to be customer-friendly. This results in the following areas of responsibility. Omnichannel managers:

- can plan, manage, and optimize the wide range of sales channels across all channels
- can design and optimize both physical and digital touchpoints, as well as products and services, to be customer-friendly
- can track and analyze customers' analog and digital touchpoints and adapt the resulting findings in line with their strategy
- generate customer feedback and findings from market research

1.2 Qualification profile

The qualification objectives and learning outcomes of the master's program in [Subject] meet both academic and professional requirements and correspond to *ISCED level 0688* (International Standard Classification of Education). The content taught prepares graduates for the aforementioned professional fields.

Social Sciences

Building on in-depth knowledge of contemporary sociological analyses and the construction of reality in both the real and virtual worlds, graduates are not only able to identify social trends early on, contextualize them (analytical competence), and respond to them, but also actively help shape these trends and influence them within the scope of their company-specific opportunities.

Economics

Graduates are able to make business-related decisions and shape organizational structures independently, based on a solid foundation of knowledge—particularly regarding the digital economy: In addition to knowledge and the ability to correctly interpret and manage key economic indicators, they possess in-depth knowledge—for example, regarding success factors during the startup phase, business and financing models—as well as an understanding of and practical expertise in applying modern approaches to strategic management and contemporary organizational theories.

Communication & Media Studies

Graduates are able to specifically conceive and design integrated communication tools: To this end, they possess an understanding of and knowledge regarding various types of media, as well as the potential applications of different communication models and media theories within the increasingly intertwined structure of the real and virtual worlds (transferable skills). Graduates are able to combine and synthesize knowledge from the aforementioned fields.

Web Technologies

Knowledge and understanding of the technical fundamentals of the web, combined with an academic examination of the digital economy, form the foundation for graduates' advanced media literacy, which enables them to recognize the interdependence of web technologies and digital marketing and to successfully integrate them into future-oriented marketing activities. They also possess the technical skills to create web-based communication tools on their own and to present complex concepts precisely to IT professionals (communication skills).

Digital Marketing

Graduates possess the ability to analyze traditional marketing methods, adapt them innovatively to new media, and successfully apply them in the planning, costing, design, and evaluation of integrated marketing activities. Experience and in-depth knowledge of usability, customer experience management, and AI—as well as engagement with ethical and aesthetic considerations in marketing—bring together technical and economic expertise and foster interdisciplinary analytical skills, intellectual agility, and the associated ability to apply knowledge across disciplines and a spirit of innovation.

Social Skills

Across all disciplines, students acquire social skills—such as the ability to work in teams, negotiate, manage conflicts, and handle criticism—through a variety of teaching and practice methods. Through interdisciplinary practical projects, students expand their social skills in dealing with diverse groups, such as those consisting of experts from different fields or individuals with varying levels of professional experience.

Leadership & Problem-Solving Skills

A deep understanding of project management and team leadership methods is developed through dedicated courses. In addition, students acquire practical skills, such as managing complex (real-world) projects and distributed teams. The need to think interdisciplinarily simultaneously sharpens their awareness of problems and their ability to find solutions.

Self-Organization, Motivation, and Flexibility

This master's program and the various demands placed on students by the courses promote their time management and self-organization skills. The exercises and projects, which become increasingly complex over the course of the program, also require flexibility and the ability to stay motivated. Through detailed post-project debriefings, graduates also develop reflective skills, which support the long-term development of the competencies mentioned above.

Professional Field	Responsibilities	Competency Description	Competency Assignment	Module Affiliation
Online Marketing Manager	Creating, managing, and optimizing websites	Have a strong affinity for digital media	Technical and scientific	WBW
		Possess a high degree of creativity	Technical and scientific	VT.CMP
		Possess strong communication skills	Personal & Social	TMB
		Possess eloquence and strong writing skills	Personal & Social	CMK
	Design and adapt digital campaigns	Possess a high level of digital expertise in areas such as the web, e-commerce, campaigns, and trends	Technical and Academic	DMA
		Analyze, monitor, and optimize campaign performance	Technical-Scientific	DMA
		Can design, create, and manage AdWords campaigns	Professional and Academic	DMA
	Develop and implement communication tools typical for web content based on client requirements	Possess a high degree of customer focus	Personal & Social	DMB
		Conduct customer acquisition activities	Personnel & Social	DMB
	Identify current technologies and trends	Analyze relevant sources and publications	Technical and Scientific	WBW
		Monitor and analyze current market trends	Technical and scientific	WBW
	Conduct monitoring, analysis, and marketing of web content	Identifying and analyzing the market and competitive landscape	Technical and scientific	WBW & DMA
		Ability to further develop and implement new digital marketing channels	Professional and Academic	DME
	Proficiency in using common data analysis tools and programs	Ability to use common analysis tools	Professional and Academic	WAW
	Carry out projects while taking into account the economic and legal aspects of digital marketing	Possess a high level of analytical, strategic, and operational skills	Personal & Social	WBW
		Apply project management knowledge, such as budgeting, scheduling, resource management, and quality management	Technical and Academic	DMA & PXT
		Can develop into leaders and coordinate the marketing team	Personal & Social	MTR
		Have strong teamwork skills	Personal & Social	TMB
	Analysis of key metrics related to the online sector	Interpret the relevant metrics	Technical and scientific	WAW & DMA

Professional Field	Task	Competency description	Competency Assignment	Module Affiliation
Content Marketing Manager	Content development for websites, brand building, and customer retention	Can conceptualize and design content for their own websites	Technical and Academic	CMK & WBW
		Can also conceptualize and design content as third-party content for other websites	Technical and academic	CMK & VT.CMP
		Can develop both brand- and product-related content	Technical and scientific	CMK
		Can utilize digital media across various channels, such as corporate websites, social media profiles, blogs, and the like	Technical-scientific	DME
		Build a brand and maintain it on an ongoing basis	Technical-Scientific	DMB, DMA & DME
	Creating and implementing unique, high-quality content	Ability to assess the quality of content	Technical and scientific	CMD & VT.CMP
		Ability to create and maintain content	Technical and scientific	CMK
		Can monitor current market conditions and trends and use them for their own purposes	Technical and scientific	WBW
		Possess a high level of linguistic and verbal fluency	Personal & Social	CMK
	Develop and implement concepts and strategies for the specified target group	Can analyze social trends and, based on them, independently develop individualized and customer-oriented concepts and strategies	Technical and Academic	DMA & DMB
		Possess a high degree of creativity	Personal & Social	VT.CMP
		Possess the technical skills necessary for the digital field	Technical and scientific	WBW
	Identifying and analyzing customer needs	Ability to conduct independent research	Personal & Social	DMB
		Ability to distinguish relevant content from irrelevant content	Personal & Social	CMK
		Can tailor content to individual needs and specific target groups	Personal & Social	CMK
	Manage projects using project management techniques	Understand the economic context of project work	Technical and Scientific	PXT
		Mastering cross-functional collaboration	Professional and Academic	PXT
	Use of common web analytics tools and programs	Have a strong affinity for analyzing digital media	Technical and Academic	WAW
		Can use web analytics tools independently	Technical-Scientific	WAM

		Ability to evaluate and understand existing data	Technical-Scientific	WAM
		Be able to use these skills to generate data as well as to analyze data for the purposes of downstream processes	Technical-scientific	WAM

Professional Field	Task	Competency description	Competency Assignment	Module Affiliation
SEO & SEA Manager	Increasing brand awareness	Understand the goals of SEO and SEA	Technical and scientific	DMB
		Can increase traffic	Technical-Scientific	DMB
		Can generate leads and customer contacts	Technical and scientific	DMB
		Know how to capture attention	Personal & Social	DMB
		Generate an increase in revenue	Technical and scientific	DMB & DMA
	Conducting keyword analyses	Understanding what keywords are and the different types	Technical and scientific	WAW
		Be able to perform operational optimization, such as keyword optimization for users	Technical-scientific	WAW
		Select the relevant search terms for a keyword strategy	Technical-scientific	WAW
		Can professionally structure digital web content as part of a content strategy	Technical and academic	CMK
		Ability to coordinate web content technically, in terms of content, and in a structured manner	Technical and academic	WBW
		Are proficient in optimizing a website's structure and reputation	Technical-Scientific	WAW & DMB
	Creating professional AdWords campaigns	Ability to position the previously identified relevant AdWords	Technical-Scientific	DMA
	Planning and implementing search engine campaigns	Understand key concepts of campaign management	Technical-Scientific	DMB
		Can design and optimize the structure and content of a website, both on-page and off-page	Professional and Academic	WBW, WAW
	Conduct campaigns and measure their success	Can conduct search engine optimization campaigns in comparison with competitor websites, such as editorial and link analysis of the participant's site and those of competitors	Technical-Scientific	DMA
		Are familiar with the tools and programs commonly used for search engine optimization: e.g., Google Analytics	Technical-Scientific	WAW
	Are familiar with the relevant metrics for search engine	Possess management skills	Technical-Scientific	MTR

	optimization and advertising			
		Know and understand the relevant metrics, e.g., CPC, conversions, ROAS, etc.	Technical and scientific	DMA & DME

Professional Field	Responsibilities	Competency Description	Competency Assignment	Module Affiliation
Social Media Manager	Set up their own social networks and populate them with content	Can develop and optimize e-commerce concepts	Technical and scientific	WBW & VT.SMA
		Have a strong affinity for social media	Technical and Academic	VT.SMA
		Possess a high degree of creativity	Personnel & Social	VT.SMA & VT.CMP
	Planning, designing, and implementing social media projects	Ability to manage and maintain social media profiles on an ongoing basis	Personnel & Social	VT.SMA
		Can analyze, implement, and establish social media marketing strategies	Technical and Academic	VT.SMA
		Develop and coordinate social media campaigns	Professional-academic	VT.SMA
		Develop and implement strategies for companies' social media presence	Technical-Scientific	VT.SMA
	Evaluate and adapt trends based on customer preferences	Understand the importance of social media in today's world	Personal & Social	VT.SMA
		Monitoring and analyzing the current social media market landscape	Technical and Academic	VT.SMA
	Conduct monitoring and analysis of social media content	Understand the relevance of information based on monitoring	Professional-academic	VT.SMA
		Observe and analyze the current market and competitive landscape	Technical-scientific	WBW
	Carry out downstream processes, such as performance measurements	Are familiar with the tools required for performance measurement and know how to use them	Technical-scientific	VT.SMA & DMA
		Can further develop and implement new digital marketing channels	Technical and Academic	DME
	Strategic use of social media	Know how to apply the essential instruments and tools appropriate to the product or service	Technical-Scientific	VT.SMA
	Presentation of customized social media solutions for clients	Demonstrate a high degree of customer focus	Personal & Social	VT.SMA & DMB
	Use of relevant tools to implement social media strategies	Understand the importance of key tools	Technical and Academic	VT.SMA
		Possess a high level of technical and media literacy	Personal & Social	VT.SMA & CMK

Professional Field	Responsibilities	Competency Description	Competency Assignment	Module Affiliation
Omnichannel Manager	Cross-channel planning, management, and optimization of sales channels	Can manage and continuously maintain the various sales channels	Technical and scientific	DME
		Are able to enhance the customer experience through planning, management, and optimization	Technical-Scientific	DME & MTR
		Can optimize business success through appropriate measures	Technical-Scientific	DMA & DME
	Design of analog and digital touchpoints for products and services focused on customer value	Possess a high degree of customer focus	Personal & Social	DMB
		Observe and understand trends and use the results of the analysis to tailor sales channels to customer preferences	Technical and scientific	DME
	Generate customer feedback and market research findings	Are familiar with the analysis tools and programs commonly used in market research	Technical-Scientific	WAM
		Analyze, consider, and implement identified customer preferences into the omnichannel strategy	Technical and scientific	DMB & MTR
	Capturing and analyzing analog and digital customer touchpoints and adapting the strategy based on the results obtained	Are familiar with the standard analytical tools and programs used for data analysis	Technical-Scientific	DMB
		Able to understand the results obtained	Technical and scientific	DMB
		Can use the collected data to inform their own strategy in order to offer customers an attractive shopping experience	Technical-scientific	DME
		Possess a high level of analytical skills	Technical-Scientific	WAM & DMA

2 CURRICULUM

2.1 Curriculum data

	FT	PT	Comments (if any)
First Year of Study (YYYY/MM ₊₁)	2027/2028	2027/2028	
Standard duration of study (Number of semesters)	4	4	
Required SWS (Total for all semesters)	50	50	
Course Weeks per Semester (Number of Weeks)	15	15	
Required courses (Total for all semesters)	825	825	
Required ECTS (Total for all semesters)	120	120	
Winter Semester Start (Date, Note: possibly calendar week)	Calendar Week 40	Calendar Week 40	
Winter Semester End (Date, Note: possibly calendar week)	Calendar Week 5	Week 5	
Start of summer semester (Date, Note: possibly calendar week)	Week 11	Week 11	
End of SS (Date, Note: possibly calendar week)	Week 28	Week 28	
Winter Semester Weeks	15	15	
SS Weeks	15	15	
Mandatory semester abroad (Semester Specification)	No	No	
Language of Instruction (Specify)	English	German	The percentage of English-language courses at bb is 21% of total class hours
Professional internship (Semester, duration in weeks per semester)	No	No	

2.2 Curriculum matrix

2.2.1 Curriculum matrix full-time

1. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
CMK.1	Content Marketing	ILV	X	X	3	1	3	45	CMK	6
DMA.1	Digital Marketing I: Strategy Development & Planning	ILV		X	3	1	3	45	DMA	6
DMB.1	Customer Experience Management	ILV		X	2.5	1	2.5	37.5	DMB	5
DMB.2	AI in Digital Marketing	ILV		X	3	1	3	45	DMB	6
TMB.1	Teambuilding	ILV		X	1	2	2	30	TMB	1
WBW.2V	Fundamentals of the Web	ILV	X	X	3	1	3	45	WBW	6
Total line:					15.5		16.5	247.5		30
Course hours = Total WSH x course weeks					232.5					

2. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
DMB.3	Performance Marketing	ILV		X	2.5	1	2.5	37.5	DMB	5
MTR.1	Strategy & Organizational Design	ILV		X	2	1	2	30	MTR	4
MTR.2	Selected Legal Areas	VO		X	1	1	1	15	MTR	2
VT.CMP.1	Crossmedia-Production & Digital Design I	ILV	X	X	3	1	3	45	VT.CMP	6
VT.SMA.1	Social Media I	ILV	X	X	3	1	3	45	VT.SMA	6
WAM.1	Scientific work	SE		X	2	1	2	30	WAM	4
WAW.1U	Web Analytics (UE)	UE	X	X	1	2	2	30	WAW	2
WAW.1V	Web Analytics (VO)	VO	X	X	1	1	1	15	WAW	1
Total line:					15.5		16.5	247.5		30
Course hours = Total WSH x course weeks					232.5					

3. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
CMK.2	Ethics in Marketing	SE		X	1	1	1	15	CMK	2
DMA.2	Digital Marketing II: Budgeting & Controlling	ILV		X	2	1	2	30	DMA	5
ELE.1	Elective I	ILV		X	2	1	2	30	ELE	4
PXT.1	Study Trip	ILV		X	2	1	2	30	PXT	3
PXT.2	Practical Project	PT		X	3	2	6	90	PXT	6
VT.CMP.2	Crossmedia-Production & Digital Design II	SE	X	X	2	1	2	30	VT.CMP	5
VT.SMA.1	Social Media II	SE	X	X	2	1	2	30	VT.SMA	5
Total line:					14		17	255		30
Course hours = Total WSH x course weeks					210					

4. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
DME.1	Digital Marketing III: Omnichannel Marketing Communications	ILV		X	2	1	2	30	DME	3
ELE.2	Elective II	ILV		X	2	1	2	30	ELE	3
WAM.1	Master's thesis	SE		X	0	1	0	0	WAM	22*
WAM.2	Colloquium	SE		X	1	1	1	15	WAM	2
Total line:					5		5	75		30
Course hours = Total WSH x course weeks					75					

* The 22 ECTS credits for the master's thesis are divided into 20 ECTS credits for the thesis itself and 2 ECTS credits for the final oral examination.

Abbreviations	
E	Lecture in English language
ECTS	ECTS – Credit points
LV	Course
LVS	Course hour(s)
WSH	Weekly semester hour(s)
T	Lecture with technical background
WP	Elective subject

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	50	55	825	120
Total number of courses in 1st year of study	31	33	495	60
Total number of courses in 2nd year of study	19	22	330	60
Total number of courses in 3rd year of study				
Total number of technical events over all semesters	18			37
Percentage of technical courses over all semesters based on WSH / ECTS	36 %			30.83 %
Total number of specialized courses in English over all semesters	50			120
Proportion of specialized courses in English over all semesters (Calculation excluding language courses)	100 %			100 %

2.2.2 Curriculum matrix part-time

1. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
CMK.1	Content Marketing	ILV	X		3	1	3	45	CMK	6
DMA.1	Digital Marketing I: Strategy Development & Planning	ILV			3	1	3	45	DMA	6
DMB.1	Customer Experience Management	ILV		X	2.5	1	2.5	37.5	DMB	5
DMB.2	KI im digitalen Marketing	ILV			3	1	3	45	DMB	6
TMB.1	Teambuilding	ILV			1	2	2	30	TMB	1
WBW.2U	Fundamentals of the Web (UE)	UE	X		2	1	2	30	WBW	5
WBW.2V	Fundamentals of the Web (VO)	VO	X		1	1	1	15	WBW	1
Total line:					15.5		16.5	247.5		30
Course hours = Total WSH x course weeks					232.5					

2. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
DMB.3	Performance Marketing	ILV			2.5	1	2.5	37.5	DMB	5
PXT.2	English version available soon	PT			3	2	6	90	PXT	6
VT.CMP.1	Crossmedia-Production & Digital Design I	ILV	X		3	1	3	45	VT.CMP	6
VT.SMA.1	Social Media I	ILV	X		3	1	3	45	VT.SMA	6
WAM.1	Scientific work	SE			2	1	2	30	WAM	4
WAW.1U	Web Analytics (UE)	UE	X		1	2	2	30	WAW	2
WAW.1V	Web Analytics (VO)	VO	X		1	1	1	15	WAW	1
Total line:					15.5		19.5	292.5		30
Course hours = Total WSH x course weeks					232.5					

3. Semester

Course no.	Course title	LV-Typ	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
CMK.2	Ethics in Marketing	SE			1	1	1	15	CMK	2
DMA.2	Digital Marketing II: Budgeting & Controlling	ILV			2	1	2	30	DMA	5
ELE.1	Elective I(E)	ILV		X	2	1	2	30	ELE	4
MTR.1	Strategy & Organizational Design (E)	ILV		X	2	1	2	30	MTR	4
MTR.2	English version available soon	VO			1	1	1	15	MTR	2
PXT.1	Study Trip	ILV		X	2	1	2	30	PXT	3
VT.CMP.2	Crossmedia-Production & Digital Design II	SE	X		2	1	2	30	VT.CMP	5
VT.SMA.1	Social Media II	SE	X		2	1	2	30	VT.SMA	5
Total line:					14		14	210		30
Course hours = Total WSH x course weeks					210					

4. Semester

Course no.	Course title	LV-Type	T	E	WSH	No. of groups	ASWS	ALVS	MODUL	ECTS
DME.1	Digital Marketing III: Omnichannel Marketing Communications	ILV			2	1	2	30	DME	3
ELE.2	Elective II(E)	ILV		X	2	1	2	30	ELE	3
WAM.1	Master thesis	SE			0	1	0	0	WAM	22*
WAM.2	Colloquium	SE			1	1	1	15	WAM	2
Total line:					5		5	75		30
Course hours = Total WSH x course weeks					75					

* The 22 ECTS credits for the master's thesis are divided into 20 ECTS credits for the thesis itself and 2 ECTS credits for the final oral examination.

Abbreviations	
E	Lecture in English language
ECTS	ECTS – Credit points
LV	Course
LVS	Course hour(s)
WSH	Weekly semester hour(s)
T	Lecture with technical background
WP	Elective subject

Summary curriculum data

Description	WSH	ASWS	ALVS	ECTS
Total number of courses over all semesters	50	55	825	120
Total number of courses in 1st year of study	31	36	540	60
Total number of courses in 2nd year of study	19	19	285	60
Total number of courses in 3rd year of study				
Total number of technical events over all semesters	18			37
Percentage of technical courses over all semesters based on WSH / ECTS	36 %			30.83 %
Total number of specialized courses in English over all semesters	10.5			19
Proportion of specialized courses in English over all semesters (Calculation excluding language courses)	21 %			15.83 %

2.3 Modularization

2.3.1 Module descriptions full-time

Module number:	Teambuilding	Scope:	
TMB		1	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: second cycle Master		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> - Kruse, P. (2020). Next practice: Erfolgreiches Management von Instabilität. Campus Verlag. - Laloux, F. (2015). Reinventing organizations: A guide to creating organizations inspired by the next stage of human consciousness. Nelson Parker. - Meyer, E. (2014). The culture map: Breaking through the invisible boundaries of global business. PublicAffairs.		
Acquisition of skills	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> Graduates learn to organize themselves, form teams and manage these appropriately. They are able to detect correlations and communicate and act in a solution-oriented manner.		
Course contents	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> Under the supervision of the teaching staff, students are systematically introduced as a cohort to the context of master's-level higher education. The course provides an orientation to the organizational, social, and communicative frameworks of the study program. Particular focus is placed on: • Orientation within the higher education environment and institutional structures • Foundations of collaboration in study groups • Principles of communicative action		
Teaching and learning methods	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> Participation		

Module number:	Web Fundamentals	Scope:	
WBW		6	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	1. Semester		
Level	1. Semester: second cycle, Master		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Fundamentals of the Web /ILV / LV-Nr: WBW.2V / 1.Semester / ECTS: 6</u> - Krug, S. (2020). Don't make me think, revisited: A common sense approach to web usability (3rd ed.). New Riders. - Wirtz, B. W. (2024). Digital business (8th, updated and expanded ed.). Springer Gabler.		
Acquisition of skills	<u>Fundamentals of the Web /ILV / LV-Nr: WBW.2V / 1.Semester / ECTS: 6</u> After participation, students are familiar with essential Internet applications and their technological fundamentals. They acquire basic knowledge for the independent development of web applications and are able to independently create content/applications for the Internet, specify suitable tools and estimate the expenditure for creating comprehensive content/projects. Furthermore, they have detailed knowledge of the structure of web media and of technical background information as well as, building on this, of methods and procedures for media presentation and embedding within web applications.		
Course contents	<u>Fundamentals of the Web /ILV / LV-Nr: WBW.2V / 1.Semester / ECTS: 6</u> Essential development phases of web technologies, central applications and functionalities as well as technical fundamentals of the web are presented within the context of this fundamental course. The following central course content results within this context: history and development phases of the Internet, basic Internet applications, functionalities of the Internet, technical fundamentals for users and providers (tracking mechanism, web servers, databases, etc.).		
Teaching and learning methods	<u>Fundamentals of the Web /ILV / LV-Nr: WBW.2V / 1.Semester / ECTS: 6</u> Lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Fundamentals of the Web /ILV / LV-Nr: WBW.2V / 1.Semester / ECTS: 6</u> Portfolio exam		

Module number:	Digital Marketing Fundamentals	Scope:	
DMB		16	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: second cycle, Master / 2. Semester: second cycle Master		
Previous knowledge	1. Semester: not applicable / 2. Semester: Fundamentals of Classic Marketing		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>AI in Digital Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> - Arora, N., Chakraborty, I., & Nishimura, Y. (2025). AI-human hybrids for marketing research: Leveraging large language models (LLMs) as collaborators. Journal of Marketing, 89(2), 43–70.		
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> - Clatworthy, S. D. (2019). The experience-centric organization: How to win through customer experience. O'Reilly Media. - Yorgov, I. (2023). The new customer experience management. Routledge.		
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> - Fischer, M. (2011): Website Boosting 2.0 - Suchmaschinen-Optimierung, Usability, Online-Marketing. 2. Auflage, mitp - Kamps, I., Schetter, D. (2017): Performance Marketing: Der Wegweiser zu einem mess- und steuerbaren Marketing – Einführung in Instrumente, Methoden und Technik. Springer Gabler. - Beilharz, F., Kattau, N., Kratz, K., Kopp, O., Probst, A. (2017): Der Online-Marketing-Manager: Handbuch für die Praxis. O'Reilly.		
Acquisition of skills	<u>AI in Digital Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> Students are able to analyze the disruptive changes that AI brings to digital marketing and evaluate the limitations and framework conditions of AI applications. Students are able to increase the discoverability of brands in AI search engines through targeted measures.		
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> Students gain knowledge of the processes of customer experience management (CEM) and the associated challenge of turning interested parties into satisfied customers and these into brand ambassadors: They understand the opportunities of CEM and are able to evaluate risks and opportunities for individual tools and strategies (see course content) and can independently develop CEM concepts. Additionally, students are familiar with the fundamental aspects of design and optimization for the usability of digital media and can perform usability analyses and deal with (analyze/use) comprehensive customer data and the fundamentals of customer relationship management (CRM/e-CRM).		
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> Students can differentiate between central instruments of performance marketing and interpret the key figures/KPIs of performance marketing. They understand the potential of search engine marketing via paid organic listings. In the SEA area, students can analyze the design characteristics of advertising campaigns (e.g. via AdWords/AdSense and Facebook ads) as well as strategies for successful bid management. In the area of search engine optimization (SEO), they are familiar with common procedures for on-page and off-page optimization as well as with the most important ranking factors of leading search engines and are able to assess their results		
Course contents	<u>AI in Digital Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> Students apply concepts of customer journey optimization in the context of AI. A new understanding of digital brand building is conveyed – at a time when AI models increasingly moderate access to information. Furthermore, the limitations and challenges of AI applications are discussed.		
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u>		

	The course provides an overview of customer experience management and of the constitutive blocks of customer satisfaction and customer loyalty. These are illuminated within the context of increasingly complex customer journeys and changing consumer behavior on the web. Specifically strategies and application options of CRM for customer loyalty, fundamentals of web mining, approaches for analyzing large data volumes (big data), options for addressing target groups via targeting as well as aspects of tracking user activities are discussed. Various approaches and testing procedures for optimizing usability and thereby increasing positive customer experiences are introduced. The focus is on support options along the customer journey and linking the increasing number of customer contact points (touchpoints). Specifically communications and marketing instruments, made possible by digital media and instruments are addressed – e.g. aspects of viral marketing/digital word-of-mouth advertising via social media.
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> The course conveys the fundamentals of performance marketing: The focus is on providing an overview of central approaches and their effective mechanisms as well as on conveying essential key parameters and their correct interpretation. Search engine marketing with its subitems SEO and SEA is emphasized. Students are instructed in developing independent and promising strategies. Analysis, strategic orientation, operational realization and implementation as well as the control of respective activities are further central aspects.
Teaching and learning methods	<u>AI in Digital Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion

Teaching and learning methods	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> Lecture, group work, presentation and task discussion
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> lecture, group work, presentation and task discussion
Evaluation Methods Criteria	<u>AI in Digital Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> Seminar work
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> Project
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> Seminar work

Module number:	Content Marketing	Scope:	
CMK		8	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	1. Semester		
	3. Semester		
Level	1. Semester: second cycle Master / 3. Semester: Second cycle, Master		
Previous knowledge	1. Semester: not applicable / 3. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Pulizzi, J., & Piper, B. (2023). Epic content marketing: Break through the clutter with a different story, get the most out of your content, and build a community in Web3 (2nd ed.). McGraw Hill. - Hörner, T. (2022). Werbewirkung und Controlling im Content-Marketing: Wirkmechanismen erkennen, Controlling optimieren und Strategie anpassen. Springer Gabler. - Eschbacher, I. (2021). Content marketing – Das Workbook: Schritt für Schritt zu erfolgreichem Content. mitp.		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> - Botha, H., & Freeman, R. E. (2023). Existentialist perspectives on the problem and prevention of moral disengagement. Journal of Business Ethics, 185(3), 499–511. - Mascarenhas, O. A. (1995). Exonerating unethical marketing executive behaviors: A diagnostic framework. Journal of Marketing, 59(2), 43–57.		
Acquisition of skills	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> Students are able to strategically plan, create, and evaluate content for digital presences with a focus on brand building and customer engagement. This includes optimizing corporate communication, establishing and maintaining a brand, strategically guiding customers to digital platforms, and fostering their long-term loyalty. Students understand how to balance the requirements of search engines and platform algorithms with the need for clear, relevant, and user-oriented content. They demonstrate comprehension, analytical, and transfer competencies in the field of content marketing. Furthermore, they are able to critically reflect on and purposefully apply the effects of aesthetics, storytelling, and multimedia formats within digital communication contexts.		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> Students possess orientation knowledge in the national and international self-understanding of marketing ethics as well as transfer and action skills in the application of sustainable marketing management.		
Course contents	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> The course addresses the creation and strategic use of target group-oriented content in marketing. It is grounded in the analysis and application of aesthetics within the marketing context, as well as a critical examination of diversification processes in marketing strategies (keyword: "brand identity") within the framework of the "attention economy." The specific role of prosumers (following Toffler's concept of the "prosumer") in the digital age is also reflected upon. Furthermore, the course explores current developments such as the use of AI-driven tools, social media-specific content formats (e.g., Reels, Stories, Shorts), and interactive content strategies.		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> The seminar begins with a brief introduction to the historical development and current understanding of ethics in (Western) society, as well as an overview of the institutions involved. It then addresses current trends and tendencies. Sustainable marketing management encompasses corporate social responsibility (CSR), corporate cultural responsibility, and ecological aspects (e.g., green events), as well as engagement with consumer ethics.		
Teaching and learning methods	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> Seminar, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> Presentation		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> Exam		

Module number:	Digital Marketing Advanced	Scope:	
DMA		5	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	1. Semester		
	3. Semester		
Level	1. Semester: Second cycle, Master / 3. Semester: Second cycle, Master		
Previous knowledge	1. Semester: not applicable / 3. Semester: Fundamentals of Classic Marketing & Controlling, Module DMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Zerres, C. (2021). Handbuch Marketing-Controlling (5th ed.). Springer Gabler.		
	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Hanlon, A. (2025). Digital Marketing: Strategy, Planning & Disruption (3rd ed.), SAGE. - Kreutzer, R. T. (2022). Online Marketing (3rd ed.). Springer.		
Acquisition of skills	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Students acquire the ability to analyze, structure, and apply budgeting and controlling processes for digital marketing activities. Using a case study (Google AdWords campaign), they plan and implement an appropriate budgeting and controlling process, including conceptualization, setup, definition of key performance indicators, data interpretation, response options, and optimization processes. They are able to transfer their understanding of budgeting and controlling processes to different digital marketing instruments.		
	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Students gain knowledge of all content that is necessary for preparing a creative marketing strategy (emphasis marketing communication), encompassing both classic and new media. They are additionally able to criticize given marketing strategies, provide change suggestions, develop independent marketing strategies and take on media planning.		
Course contents	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Within the course, students analyze budgeting and controlling processes in the context of digital marketing activities and engage with selected areas of controlling. They examine budgeting and controlling processes, define and evaluate appropriate key performance indicators for digital marketing campaigns, determine and manage marketing budgets for digital marketing initiatives, measure and interpret the success of a digital brand campaign, derive actionable recommendations, and prepare final reports.		
	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Within the context of the fundamental course at the master level, students independently review previously acquired marketing fundamentals while the challenges of marketing communication in digital media are introduced subsequently. Central course content includes the following areas: - Situational analysis - Target definition - Target group analysis - Targeting - Briefing for agencies - Message development - Media selection (classic/digital, BTL/ATL) - Media planning		
Teaching and learning methods	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> lecture, group work, presentation and task discussion		
	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u>		

	Report Presentation
	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Report Presentation
Literature recommendation	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Zerres, C. (2021). Handbuch Marketing-Controlling (5th ed.). Springer Gabler.
	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.

Literature recommendation	- Hanlon, A. (2025). Digital Marketing: Strategy, Planning & Disruption (3rd ed.), SAGE. - Kreutzer, R. T. (2022). Online Marketing (3rd ed.). Springer.
Acquisition of skills	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Students acquire the ability to analyze, structure, and apply budgeting and controlling processes for digital marketing activities. Using a case study (Google AdWords campaign), they plan and implement an appropriate budgeting and controlling process, including conceptualization, setup, definition of key performance indicators, data interpretation, response options, and optimization processes. They are able to transfer their understanding of budgeting and controlling processes to different digital marketing instruments. <u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Students gain knowledge of all content that is necessary for preparing a creative marketing strategy (emphasis marketing communication), encompassing both classic and new media. They are additionally able to criticize given marketing strategies, provide change suggestions, develop independent marketing strategies and take on media planning.
Course contents	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Within the course, students analyze budgeting and controlling processes in the context of digital marketing activities and engage with selected areas of controlling. They examine budgeting and controlling processes, define and evaluate appropriate key performance indicators for digital marketing campaigns, determine and manage marketing budgets for digital marketing initiatives, measure and interpret the success of a digital brand campaign, derive actionable recommendations, and prepare final reports. <u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Within the context of the fundamental course at the master level, students independently review previously acquired marketing fundamentals while the challenges of marketing communication in digital media are introduced subsequently. Central course content includes the following areas: - Situational analysis - Target definition - Target group analysis - Targeting - Briefing for agencies - Message development - Media selection (classic/digital, BTL/ATL) - Media planning
Teaching and learning methods	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> lecture, group work, presentation and task discussion <u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion
Evaluation Methods Criteria	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Report Presentation <u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Report Presentation

Module number:	Management & Law	Scope:	
MTR		2	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: second cycle Master		
Previous knowledge	2. Semester: Fundamentals of Business Administration		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> - Knyrim, R. (2015): Datenschutzrecht. Österreichisches Recht: Praxisbuch für richtiges Registrieren, Verarbeiten, Übermitteln, Zustimmen, Outsourcen, Werben uvm. 3. Auflage, Manz-Verlag - Ergänzend dazu: Aktuelle Gesetzestexte, OGH-Entscheide und Fallbeispiele) - Datenschutz-Grundverordnung: Das neue Datenschutzrecht in Österreich und der EU (Praxishandbuch) Gebundenes Buch (4. August 2016)		
	<u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> - Parnell, J. A. (2014). Strategic management. Sage. - Stadler, C., Hautz, J., Matzler, K., & Friedrich von den Eichen, S. (2021). Open strategy: Mastering disruption from outside the C-suite. MIT Press. - Bolland, E. J. (2017). Comprehensive strategic management: A guide for students, insights for managers. Emerald. - Meissner, J. O., et al. (2024). Organizational design in a complex and unstable world: Introduction to models and concepts and their application (1st ed.). Springer. - John, J., Baumann, O., Burton, R. M., & Srikanth, K. (2019). Organization design. Cambridge University Press. - Mintzberg, H., Ahlstrand, B. W., & Lampel, J. (2009). Strategy safari: The complete guide through the wilds of strategic management (2nd ed.). Pearson.		
Acquisition of skills	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> Students possess fundamental knowledge of the legal foundations related to web-based marketing activities and their technologies. This enables them to identify legal issues that may arise in their prospective professional practice in digital marketing and analyze them in accordance with the necessary legal requirements and precautions.		
	<u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> Students are familiar with classic organizational theories and the fundamental statements of behavioral-theoretical, system-theoretical and situational approaches. Building on this, students gain the ability to independently use the most important analysis and planning instruments in order to get an overview of the company situation and its goals. Furthermore, they can define, coordinate and control company targets based on quantitative data.		
Course contents	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> The content comprises the following legal fields within the context of the web: private and public law, competition law and criminal law. Specifically procedures for identity and authenticity safeguarding, electronic signatures, data protection and e-commerce (international purchasing law, jurisdiction and enforcement questions) are addressed. The legal foundations of competition law, patent law and advertising on the Internet are also discussed in an international comparison.		
	<u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> The course addresses key concepts and schools of strategic management (e.g., Mintzberg) and their practical application. In addition to strategic fields such as marketing, competition, creativity, and innovation, the most important analytical and planning tools (e.g., Five Forces, BCG Matrix, SWOT, Business Model Canvas, Ansoff Matrix) are introduced and critically discussed. Furthermore, the course examines the challenges that strategic decisions pose for corporate structure, organization, and change processes.		
Teaching and learning methods	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> lecture, group work, presentation and task discussion		
	<u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> Examination		
	<u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> Project		
Literature recommendation	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u>		

	- Knyrim, R. (2015): Datenschutzrecht. Österreichisches Recht: Praxisbuch für richtiges Registrieren, Verarbeiten, Übermitteln, Zustimmung, Outsourcen, Werben uvm. 3. Auflage, Manz-Verlag - Ergänzend dazu: Aktuelle Gesetzestexte, OGH-Entscheide und Fallbeispiele) - Datenschutz-Grundverordnung: Das neue Datenschutzrecht in Österreich und der EU (Praxishandbuch) Gebundenes Buch (4. August 2016)
	<u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> - Parnell, J. A. (2014). Strategic management. Sage. - Stadler, C., Hautz, J., Matzler, K., & Friedrich von den Eichen, S. (2021). Open strategy: Mastering disruption from outside the C-suite. MIT Press. - Bolland, E. J. (2017). Comprehensive strategic management: A guide for students, insights for managers. Emerald.

Literature recommendation	- Meissner, J. O., et al. (2024). Organizational design in a complex and unstable world: Introduction to models and concepts and their application (1st ed.). Springer. - John, J., Baumann, O., Burton, R. M., & Srikanth, K. (2019). Organization design. Cambridge University Press. - Mintzberg, H., Ahlstrand, B. W., & Lampel, J. (2009). Strategy safari: The complete guide through the wilds of strategic management (2nd ed.). Pearson.
Acquisition of skills	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> Students possess fundamental knowledge of the legal foundations related to web-based marketing activities and their technologies. This enables them to identify legal issues that may arise in their prospective professional practice in digital marketing and analyze them in accordance with the necessary legal requirements and precautions. <u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> Students are familiar with classic organizational theories and the fundamental statements of behavioral-theoretical, system-theoretical and situational approaches. Building on this, students gain the ability to independently use the most important analysis and planning instruments in order to get an overview of the company situation and its goals. Furthermore, they can define, coordinate and control company targets based on quantitative data.
Course contents	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> The content comprises the following legal fields within the context of the web: private and public law, competition law and criminal law. Specifically procedures for identity and authenticity safeguarding, electronic signatures, data protection and e-commerce (international purchasing law, jurisdiction and enforcement questions) are addressed. The legal foundations of competition law, patent law and advertising on the Internet are also discussed in an international comparison. <u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> The course addresses key concepts and schools of strategic management (e.g., Mintzberg) and their practical application. In addition to strategic fields such as marketing, competition, creativity, and innovation, the most important analytical and planning tools (e.g., Five Forces, BCG Matrix, SWOT, Business Model Canvas, Ansoff Matrix) are introduced and critically discussed. Furthermore, the course examines the challenges that strategic decisions pose for corporate structure, organization, and change processes.
Teaching and learning methods	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> lecture, group work, presentation and task discussion <u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> lecture, group work, presentation and task discussion
Evaluation Methods Criteria	<u>Selected Legal Areas /VO / LV-Nr: MTR.2 / 2.Semester / ECTS: 2</u> Examination <u>Strategy & Organizational Design /ILV / LV-Nr: MTR.1 / 2.Semester / ECTS: 4</u> Project

Module number:	Advanced Web	Scope:	
WAW		3	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	2. Semester		
Level	2. Semester: second cycle Master / 2. Semester: second cycle, Master		
Previous knowledge	2. Semester: Module WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> - Krug, S. (2020). Don't make me think, revisited: A common sense approach to web usability (3rd ed.). New Riders. - Wirtz, B. W. (2024). Digital business (8th, updated and expanded ed.). Springer Gabler.		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2. Auflage. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
Acquisition of skills	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Within the context of the course, students acquire knowledge relating to the performance measurement of digital marketing campaigns by means of web analysis tools and, based on this, learn to assess the success of a website or campaign or determine existing potential. They are familiar with web analysis tools (e.g. Piwik, Google Analytics) and able to interpret essential reports and key figures and derive suitable measures.		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> Within the context of the course, students acquire knowledge relating to the performance measurement of digital marketing campaigns by means of web analysis tools and, based on this, learn to assess the success of a website or campaign or determine existing potential. They are familiar with web analysis tools (e.g. Piwik, Google Analytics) and able to interpret essential reports and key figures and derive suitable measures.		
Course contents	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Web analytics instruments are practically used on the basis of the theoretical introduction in the lecture Web Analytics. The students get to know to web analytics systems and use measurements and analytics of the most important KPIs.		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> The course conveys knowledge for performance measurement via web analysis methods. Various procedures (log files, page tagging, cookies) for data collection and evaluation and thus technical fundamentals for web analysis, testing and targeting are introduced. Furthermore, certain targets and instruments for performance measurement as well as key figures and metrics/KPIs for determining success are discussed. These KPIs include visitor numbers, duration of stay, bounce rate, conversion rate. The methods of benchmarking and cohort formation are used among others.		
Teaching and learning methods	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Exercise, group work, presentation and task discussion		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Report Presentation		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> Examination		

Module number:	Crossmedia Production	Scope:	
VT.CMP		5	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	2. Semester		
	3. Semester		
Level	2. Semester: second cycle Master / 3. Semester: second cycle, Master		
Previous knowledge	2. Semester: Module WBW / 3. Semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> - Fill, C., & Turnbull, S. (2023). Marketing communications. Pearson. - Wirtz, B. W. (2020). Medien- und Internetmanagement. Springer Gabler.		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> - Fill, C., & Turnbull, S. (2023). Marketing communications. Pearson. - Wirtz, B. W. (2020). Medien- und Internetmanagement. Springer Gabler.		
Acquisition of skills	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Students are familiar with the design of time-based media, its technical background and professional production. Building on the first part of the module, they are also able to independently produce and combine crossmedia content according to target groups and integrate these in web-based media presences.		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> Students gain detailed knowledge with respect to convergence, crossmedia added value as well as content development & content management. They learn the basic techniques of web and screen designs and are able to apply the principles of usability for the independent creation of websites with multimedia content.		
Course contents	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> The second part of the module focuses on the conception and production of audiovisual media. Central topics of the course include: - Characteristics and application areas of audiovisual media - Design of time-based media - Narration and narration techniques - Scientific work - Sound and image design The following topics are addressed in exercises: - Video technology (standards such as HD, SD, equipment) - Video production (pre-production, post-production & production) - Audio technology (microphoning, standards, equipment) - Audio production (recording, processing, editing, export) Students synthesize knowledge and abilities from both module parts within the context of project work.		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> At the beginning of the course, an introduction to crossmedia content production is given (content development, format development, crossmediality, convergence and crossmedia added value among others). Building on the course Fundamentals of the Web (Semester 1), conception and implementation of web presences is taught in theory and practice whereby the following topics are addressed more specifically: - Web and screen design - Usability - Design of interactive media - Advanced website programming with emphasis on HTML5 (or subsequent standards), WYSIWYG editor of Adobe CS (current version), integration of various media formats, netcasting & blogging software, further topics: CMS, Javascript & Ajax		
Teaching and learning methods	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Seminar, group work, presentation and task discussion		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		

Evaluation Methods Criteria	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Report Presentation
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> Report Presentation
Literature recommendation	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> - Fill, C., & Turnbull, S. (2023). Marketing communications. Pearson. - Wirtz, B. W. (2020). Medien- und Internetmanagement. Springer Gabler.

Literature recommendation	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> - Fill, C., & Turnbull, S. (2023). Marketing communications. Pearson. - Wirtz, B. W. (2020). Medien- und Internetmanagement. Springer Gabler.
Acquisition of skills	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Students are familiar with the design of time-based media, its technical background and professional production. Building on the first part of the module, they are also able to independently produce and combine crossmedia content according to target groups and integrate these in web-based media presences. <u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> Students gain detailed knowledge with respect to convergence, crossmedia added value as well as content development & content management. They learn the basic techniques of web and screen designs and are able to apply the principles of usability for the independent creation of websites with multimedia content.
Course contents	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> The second part of the module focuses on the conception and production of audiovisual media. Central topics of the course include: - Characteristics and application areas of audiovisual media - Design of time-based media - Narration and narration techniques - Scientific work - Sound and image design The following topics are addressed in exercises: - Video technology (standards such as HD, SD, equipment) - Video production (pre-production, post-production & production) - Audio technology (microphoning, standards, equipment) - Audio production (recording, processing, editing, export) Students synthesize knowledge and abilities from both module parts within the context of project work. <u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> At the beginning of the course, an introduction to crossmedia content production is given (content development, format development, crossmediality, convergence and crossmedia added value among others). Building on the course Fundamentals of the Web (Semester 1), conception and implementation of web presences is taught in theory and practice whereby the following topics are addressed more specifically: - Web and screen design - Usability - Design of interactive media - Advanced website programming with emphasis on HTML5 (or subsequent standards), WYSIWYG editor of Adobe CS (current version), integration of various media formats, netcasting & blogging software, further topics: CMS, Javascript & Ajax
Teaching and learning methods	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Seminar, group work, presentation and task discussion <u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion
Evaluation Methods Criteria	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Report Presentation <u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> Report Presentation

Module number:	Social Networks	Scope:	
VT.SMA		5	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	2. Semester		
	3. Semester		
Level	2. Semester: second cycle Master / 3. Semester: second cycle, Master		
Previous knowledge	2. Semester: Module WBW / 3. Semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> - Ceyp, M. H., & Scupin, J.-P. (2013). Erfolgreiches Social Media Marketing: Konzepte, Maßnahmen und Praxisbeispiele. Springer Gabler.		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> - Ceyp, M. H., & Scupin, J.-P. (2013). Erfolgreiches Social Media Marketing: Konzepte, Maßnahmen und Praxisbeispiele. Springer Gabler.		
Acquisition of skills	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Students deepen their competencies in the strategic and operational implementation of social media activities. Building on prior social media strategy development, they design, plan, and execute targeted measures in content production, community management, and campaign planning. Students analyze and evaluate different implementation approaches and their effects within digital communication. Upon completion of the course, they are able to independently conceptualize, implement, and iteratively refine social media strategies in a practice-oriented context.		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> Students are able to apply social media marketing as a strategic communication channel within marketing strategies in a holistic manner. They learn to design and implement social media strategies—across multiple channels and in close alignment with performance marketing.		
Course contents	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Building on the course "Social Media I", this course is focused on consolidating the applicability of social media instruments and channels. Fundamental theoretical approaches and methods for acquiring network data and various analysis procedures are conveyed. Data from the first course is reviewed and evaluated via software tools. Based on these activities, fundamental analysis options in social networks and possible conclusions are discussed. The following questions are at the core of the matter: How can interactions in social networks such as LinkedIn, Facebook and Instagram be evaluated, visualized and used and which conclusions can be drawn from it. Building on analyses, central elements for the development of (social media) strategies for applications in companies and on consumer markets are introduced.		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> The development history and characteristics of networks and social media for everyday usage in the private and professional sphere are depicted – from discussion forums and virtual organizational forms to crowdsourcing and user generated content. In addition to company networks and the visualization of added value, blogs, microblogs (Twitter) and social networks are further focal points. These are systematically introduced and examined based on their usability in companies and for communications between organizations and consumers. Aspects of mobile social marketing and social commerce are also developed in this context.		
Teaching and learning methods	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Seminar, group work, presentation and task discussion		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Exam		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> Project		
Literature recommendation	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u>		

	- Ceyp, M. H., & Scupin, J.-P. (2013). Erfolgreiches Social Media Marketing: Konzepte, Maßnahmen und Praxisbeispiele. Springer Gabler.
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> - Ceyp, M. H., & Scupin, J.-P. (2013). Erfolgreiches Social Media Marketing: Konzepte, Maßnahmen und Praxisbeispiele. Springer Gabler.
Acquisition of skills	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Students deepen their competencies in the strategic and operational implementation of social media activities. Building on prior social media strategy development, they design, plan, and execute targeted measures in content production, community management, and campaign planning. Students analyze and evaluate different implementation approaches and their effects within digital communication. Upon completion of the course, they are able to independently conceptualize, implement, and iteratively refine social media strategies in a practice-oriented context.

Acquisition of skills	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> Students are able to apply social media marketing as a strategic communication channel within marketing strategies in a holistic manner. They learn to design and implement social media strategies—across multiple channels and in close alignment with performance marketing.
Course contents	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Building on the course “Social Media I”, this course is focused on consolidating the applicability of social media instruments and channels. Fundamental theoretical approaches and methods for acquiring network data and various analysis procedures are conveyed. Data from the first course is reviewed and evaluated via software tools. Based on these activities, fundamental analysis options in social networks and possible conclusions are discussed. The following questions are at the core of the matter: How can interactions in social networks such as LinkedIn, Facebook and Instagram be evaluated, visualized and used and which conclusions can be drawn from it. Building on analyses, central elements for the development of (social media) strategies for applications in companies and on consumer markets are introduced.
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> The development history and characteristics of networks and social media for everyday usage in the private and professional sphere are depicted – from discussion forums and virtual organizational forms to crowdsourcing and user generated content. In addition to company networks and the visualization of added value, blogs, microblogs (Twitter) and social networks are further focal points. These are systematically introduced and examined based on their usability in companies and for communications between organizations and consumers. Aspects of mobile social marketing and social commerce are also developed in this context.
Teaching and learning methods	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Seminar, group work, presentation and task discussion
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion
Evaluation Methods Criteria	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Exam
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> Project

Module number:	Academic Research & Writing	Scope:	
WAM		28	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	2. Semester		
	4. Semester		
Level	2. Semester: second cycle Master / 4. Semester: Second cycle, Master		
Previous knowledge	2. Semester: Basic features and techniques of scientific work (bachelor level) / 4. Semester: Basic features and techniques of scientific work (bachelor level) / 4. Semester: English version available soon		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> - Saunders, M., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson. - Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. - Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications. - Kumar, V., Leone, R., Aaker, D., & Day, G. (2019). Marketing research (13th ed.). Wiley.		
	<u>Master's thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> - Saunders, M., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson. - Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. - Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications. - Kumar, V., Leone, R., Aaker, D., & Day, G. (2019). Marketing research (13th ed.). Wiley.		
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> - Saunders, M., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson. - Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. - Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications. - Kumar, V., Leone, R., Aaker, D., & Day, G. (2019). Marketing research (13th ed.). Wiley. - selected scientific papers		
Acquisition of skills	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> Students deepen their competencies in conducting and reflecting on scientific research projects in the context of their master's thesis. Students critically engage with their research gap, research question, chosen methodology, and obtained results, situating them within the current state of research. Through presentation and discussion in the seminar setting, they reflect on their work, defend their scientific arguments, and further develop their research projects through exchange with instructors and peers.		
	<u>Master's thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> Students can correctly execute independently developed, complex scientific research endeavors.		
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> The course provides advanced knowledge in the area of scientific work. Students engage with the structure, content, format, and linguistic presentation of scientific papers at an advanced level. The focus is on the development and structuring of complex research questions, as well as the fundamental design and evaluation of appropriate research methodologies. In addition, students analyze scientific texts with regard to argumentation structure, research logic, and presentation of results, deepening their understanding of principles for scientific analysis and interpretation. This encompasses both the content and structure, as well as form and language, at an advanced level. The practical application of these skills prepares students, both formally and methodologically, for the preparation of their master's thesis. This also includes the discussion and critical examination of the scientific methodology of a master's thesis. To support students in identifying relevant and high-quality research questions, potential topics and hypotheses are explored and discussed.		
Course contents	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> The topic of the master thesis is selected from the topical range of the study program (Digital Marketing). The developed problem area is prepared based on an academic paper – this, of course, is done independently and without the help of others (stating sources and means). Together with the Master thesis, an extended abstract (English or German) must be submitted.		
	Students are supervised and accompanied in the preparation of their master thesis within the context of the colloquium for the master thesis. They independently search for topics and develop an outline and time schedule – first and foremost by critically examining possible problem areas and hypotheses. The supervisor guides the students as scientific methodology and formal design are discussed within the context of individual coaching.		
	<u>Master's thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u>		

	The topic of the master thesis is selected from the topical range of the study program (Digital Marketing). The developed problem area is prepared based on an academic paper – this, of course, is done independently and without the help of others (stating sources and means).
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Course contents	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> The course provides advanced knowledge in the area of scientific work. Students engage with the structure, content, format, and linguistic presentation of scientific studies at a high level. The focus is on the development and structuring of complex research questions, as well as the fundamental design and evaluation of appropriate research methodologies. In addition, students analyze scientific papers with regard to argumentation structure, research logic, and presentation of results, deepening their understanding of principles for scientific analysis and interpretation. This encompasses both the content and structure, as well as form and language, at an advanced level. The practical application of these skills prepares students, both formally and methodologically, for the preparation of their master's thesis. This also includes the discussion and critical examination of the scientific methodology of a master's thesis. To support students in identifying relevant and high-quality research questions, potential topics and hypotheses are explored and discussed.
Teaching and learning methods	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> Seminar, presentation, discussion <u>Master's thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> lecture, group work, presentation and task discussion <u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> Seminar, papers, group work, discussions
Evaluation Methods Criteria	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> Presentation <u>Master's thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> Master's thesis <u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> Seminar paper Presentation

Module number:	Practice Integration	Scope:	
PXT		9	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	3. Semester		
Level	3. Semester: second cycle, Master		
Previous knowledge	3. Semester: DMB, WBW, TMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Practical Project /PT / LV-Nr: PXT.2 / 3.Semester / ECTS: 6</u> - Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. - Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrum im klassischen Projektumfeld, Freiburg: Haufe Verlag.		
	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> - Berkland, M. K., & Buxbaum, A. G. (2024). Intercultural communication for the global business professional. Routledge. - Rings, G., & Rasinger, S. M. (2023). The Cambridge introduction to intercultural communication. Cambridge University Press. - Kowalski, S. (2023). Cultural sensitivity training: Developing the basis for effective intercultural communication. econcise. - Liu, S., Komisarof, A., Zhu, H., & Obijiofor, L. (2025). The SAGE handbook of intercultural communication. SAGE.		
Acquisition of skills	<u>Practical Project /PT / LV-Nr: PXT.2 / 3.Semester / ECTS: 6</u> Students acquire practical experience through practice-oriented observations and analyses, develop an awareness of relevant problems, and independently formulate solution approaches. They further develop their subject-specific expertise while simultaneously strengthening complementary competencies such as social competence, risk management, budgeting, and the capacity for economically responsible decision-making.		
	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> Students demonstrate an understanding of the major cultural trends, the discipline-relevant discourse, and the economic organization of the respective host country, and are able to critically reflect on cultural differences. They synthesize disciplinary and theoretical knowledge from project management and team building in order to independently design, organize, implement, and evaluate complex projects. The study trip provides students with the opportunity to develop intercultural competencies.		
Course contents	<u>Practical Project /PT / LV-Nr: PXT.2 / 3.Semester / ECTS: 6</u> Students learn to implement gained knowledge through independent work. They independently perform the entire implementation of a complex project – which includes conceptualization, budgeting and execution as well as the evaluation and interpretation of results. Projects are performed in student teams under independent leadership and team formation so as to also enhance the students' social skills. Especially important abilities include analyzing recipient behavior, economically responsible decision-making skills, risk management, intercultural action skills, organizational and social skills, budgeting skills, sponsoring and project management.		
	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> Under the instruction of course leadership, students learn about potential study trip destinations, research relevant data and facts about the target country and organize the program independently: Students spend a week in an international environment as they visit companies and attend lectures at partner universities while also taking in other presentations and events. Discussions with specialists and executives, visits to foreign trade centers as well as economic and social associations complement the international, character-building experience of the study trip.		
Teaching and learning methods	<u>Practical Project /PT / LV-Nr: PXT.2 / 3.Semester / ECTS: 6</u> Group work, presentation and task discussion		
	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Practical Project /PT / LV-Nr: PXT.2 / 3.Semester / ECTS: 6</u> Project		
	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> Participation		

Module number:	Electives	Scope:	
ELE		4	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	3. Semester		
	4. Semester		
Level	3. Semester: second cycle, Master / 4. Semester: second cycle, Master		
Previous knowledge	3. Semester: not applicable / 4. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> - Edger, C. and Oddy, R. (2018). 87 Key Models for Event, Venue and Experience (EVE) Managers. UK, Libri Publishing. - Kotler, P.; Armstrong, G.; Harris, L. C. & Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. & Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., & Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [u.a.]: Peter Lang.		
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> - Edger, C. and Oddy, R. (2018). 87 Key Models for Event, Venue and Experience (EVE) Managers. UK, Libri Publishing. - Kotler, P.; Armstrong, G.; Harris, L. C. & Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. & Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., & Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [u.a.]: Peter Lang.		
Acquisition of skills	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Students are able to actively contribute previously acquired knowledge to academic and professional discussions. They are capable of critically questioning, contextualizing, and comparing new insights. Furthermore, they can appropriately evaluate the activities and perspectives of experts from both industry and academia. Students are also able to establish and further develop professional contacts with these experts and demonstrate an understanding of both the Austrian and the international market context.		
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Students are able to actively contribute previously acquired knowledge to academic and professional discussions. They are capable of critically questioning, contextualizing, and comparing new insights. Furthermore, they can appropriately evaluate the activities and perspectives of experts from both industry and academia. Students are also able to establish and further develop professional contacts with these experts and demonstrate an understanding of both the Austrian and the international market context.		
Course contents	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> The course will focus on the following points: - The use of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in both theory and practice - Economic, political and social impacts - Industry and R&D activities - Digital developments - Creation and evaluation of trends, fashions, booms		
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> The course will focus on the following points: - The use of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in both theory and practice - Economic, political and social impacts - Industry and R&D activities - Digital developments - Creation and evaluation of trends, fashions, booms		
Teaching and learning methods	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Integrated course		
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Integrated course		

Evaluation Methods Criteria	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Presentation
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Evaluation Methods Criteria	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Presentation
Literature recommendation	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> - Edger, C. and Oddy, R. (2018). 87 Key Models for Event, Venue and Experience (EVE) Managers. UK, Libri Publishing. - Kotler, P.; Armstrong, G.; Harris, L. C. & Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. & Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., & Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [u.a.]: Peter Lang.
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> - Edger, C. and Oddy, R. (2018). 87 Key Models for Event, Venue and Experience (EVE) Managers. UK, Libri Publishing. - Kotler, P.; Armstrong, G.; Harris, L. C. & Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. & Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., & Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [u.a.]: Peter Lang.
Acquisition of skills	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Students are able to actively contribute previously acquired knowledge to academic and professional discussions. They are capable of critically questioning, contextualizing, and comparing new insights. Furthermore, they can appropriately evaluate the activities and perspectives of experts from both industry and academia. Students are also able to establish and further develop professional contacts with these experts and demonstrate an understanding of both the Austrian and the international market context.
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Students are able to actively contribute previously acquired knowledge to academic and professional discussions. They are capable of critically questioning, contextualizing, and comparing new insights. Furthermore, they can appropriately evaluate the activities and perspectives of experts from both industry and academia. Students are also able to establish and further develop professional contacts with these experts and demonstrate an understanding of both the Austrian and the international market context.
Course contents	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> The course will focus on the following points: - The use of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in both theory and practice - Economic, political and social impacts - Industry and R&D activities - Digital developments - Creation and evaluation of trends, fashions, booms
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> The course will focus on the following points: - The use of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in both theory and practice - Economic, political and social impacts - Industry and R&D activities - Digital developments - Creation and evaluation of trends, fashions, booms
Teaching and learning methods	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Integrated course
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Integrated course
Evaluation Methods Criteria	<u>Elective I /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Presentation
	<u>Elective II /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Presentation

Module number:	Digital Marketing Specialization	Scope:	
DME		3	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing full-time		
Position in the curriculum	4. Semester		
Level	4. Semester: Second cycle, Master		
Previous knowledge	4. Semester: Fundamentals of Classic Marketing, DMB, DMA		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.		
Acquisition of skills	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> Upon completion of the course, students possess in-depth expertise and, due to the integrative nature of the course, are able to apply this knowledge. They are capable of evaluating integrated marketing plans and independently developing a detailed omnichannel marketing plan, including a briefing for internal and external stakeholders (e.g., corporate communications, strategy, knowledge management, human resources, CRM, sales, IT, and product development).		
Course contents	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> Building on the knowledge acquired in the previous three semesters, case studies selected by the instructor serve to deepen the understanding and application of digital channels for market research/analytics, the development, implementation, and adaptation of business strategies, as well as for assessing the impact of intra-organizational measures. Generative AI is also addressed in this context. Within corresponding project work, students develop an omnichannel marketing communications strategy that integrates all content from the Digital Marketing modules.		
Teaching and learning methods	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> Report Presentation		

2.3.2 Module descriptions part-time

Module number:	Teambuilding	Scope:	
TMB		1	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: second cycle Master		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> - Kruse, P. (2020). Next practice: Erfolgreiches Management von Instabilität. Campus Verlag. - Laloux, F. (2015). Reinventing organizations: A guide to creating organizations inspired by the next stage of human consciousness. Nelson Parker. - Meyer, E. (2014). The culture map: Breaking through the invisible boundaries of global business. PublicAffairs.		
Acquisition of skills	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> Graduates learn to organize themselves, form teams and manage these appropriately. They are able to detect correlations and communicate and act in a solution-oriented manner.		
Course contents	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> Under the supervision of the teaching staff, students are systematically introduced as a cohort to the context of master's-level higher education. The course provides an orientation to the organizational, social, and communicative frameworks of the study program. Particular focus is placed on: • Orientation within the higher education environment and institutional structures • Foundations of collaboration in study groups • Principles of communicative action		
Teaching and learning methods	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Teambuilding /ILV / LV-Nr: TMB.1 / 1.Semester / ECTS: 1</u> Participation		

Module number:	Web Fundamentals	Scope:	
WBW		6	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	1. Semester		
Level	1. Semester: second cycle, Master		
Previous knowledge	1. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Fundamentals of the Web (UE) /UE / LV-Nr: WBW.2U / 1.Semester / ECTS: 5</u> - Krug, S. (2020). Don't make me think, revisited: A common sense approach to web usability (3rd ed.). New Riders. - Wirtz, B. W. (2024). Digital business (8th, updated and expanded ed.). Springer Gabler.		
	<u>Fundamentals of the Web (VO) /VO / LV-Nr: WBW.2V / 1.Semester / ECTS: 1</u> - Krug, S. (2020). Don't make me think, revisited: A common sense approach to web usability (3rd ed.). New Riders. - Wirtz, B. W. (2024). Digital business (8th, updated and expanded ed.). Springer Gabler.		
Acquisition of skills	<u>Fundamentals of the Web (UE) /UE / LV-Nr: WBW.2U / 1.Semester / ECTS: 5</u> After participation, students are familiar with essential Internet applications and their technological fundamentals. They acquire basic knowledge for the independent development of web applications and are able to independently create content/applications for the Internet, specify suitable tools and estimate the expenditure for creating comprehensive content/projects. Furthermore, they have detailed knowledge of the structure of web media and of technical background information as well as, building on this, of methods and procedures for media presentation and embedding within web applications.		
	<u>Fundamentals of the Web (VO) /VO / LV-Nr: WBW.2V / 1.Semester / ECTS: 1</u> After participation, students are familiar with essential Internet applications and their technological fundamentals. They acquire basic knowledge for the independent development of web applications and are able to independently create content/applications for the Internet, specify suitable tools and estimate the expenditure for creating comprehensive content/projects. Furthermore, they have detailed knowledge of the structure of web media and of technical background information as well as, building on this, of methods and procedures for media presentation and embedding within web applications.		
Course contents	<u>Fundamentals of the Web (UE) /UE / LV-Nr: WBW.2U / 1.Semester / ECTS: 5</u> This course contains the fundamentals for developing content for the Internet (image formats, multimedia content and selecting suitable tools) and fundamental design strategies. Special emphasis is on acquiring knowledge of framework conditions, potentials and restrictions of web technologies.		
	<u>Fundamentals of the Web (VO) /VO / LV-Nr: WBW.2V / 1.Semester / ECTS: 1</u> Essential development phases of web technologies, central applications and functionalities as well as technical fundamentals of the web are presented within the context of this fundamental course. The following central course content results within this context: history and development phases of the Internet, basic Internet applications, functionalities of the Internet, technical fundamentals for users and providers (tracking mechanism, web servers, databases, etc.).		
Teaching and learning methods	<u>Fundamentals of the Web (UE) /UE / LV-Nr: WBW.2U / 1.Semester / ECTS: 5</u> Exercise, group work, presentation and task discussion		
	<u>Fundamentals of the Web (VO) /VO / LV-Nr: WBW.2V / 1.Semester / ECTS: 1</u> Lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Fundamentals of the Web (UE) /UE / LV-Nr: WBW.2U / 1.Semester / ECTS: 5</u> Report Presentation		
	<u>Fundamentals of the Web (VO) /VO / LV-Nr: WBW.2V / 1.Semester / ECTS: 1</u> Examination		

Module number:	Digital Marketing Fundamentals	Scope:	
DMB		16	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	1. Semester		
	2. Semester		
Level	1. Semester: second cycle, Master / 2. Semester: second cycle Master		
Previous knowledge	1. Semester: not applicable / 2. Semester: Fundamentals of Classic Marketing		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>KI im digitalen Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> - Arora, N., Chakraborty, I., & Nishimura, Y. (2025). AI-human hybrids for marketing research: Leveraging large language models (LLMs) as collaborators. Journal of Marketing, 89(2), 43–70		
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> - Clatworthy, S. D. (2019). The experience-centric organization: How to win through customer experience. O'Reilly Media. - Yorgov, I. (2023). The new customer experience management. Routledge.		
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> - Fischer, M. (2011): Website Boosting 2.0 - Suchmaschinen-Optimierung, Usability, Online-Marketing. 2. Auflage, mitp - Kamps, I., Schetter, D. (2017): Performance Marketing: Der Wegweiser zu einem mess- und steuerbaren Marketing – Einführung in Instrumente, Methoden und Technik. Springer Gabler. - Beilharz, F., Kattau, N., Kratz, K., Kopp, O., Probst, A. (2017): Der Online-Marketing-Manager: Handbuch für die Praxis. O'Reilly.		
Acquisition of skills	<u>KI im digitalen Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> Students master the analysis of disruptive changes that AI brings to digital marketing and evaluate the limitations and framework conditions of AI applications. Students are able to increase the discoverability of brands in AI search engines through targeted measures. Using examples, the practical use of modern AI tools is taught.		
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> Students gain knowledge of the processes of customer experience management (CEM) and the associated challenge of turning interested parties into satisfied customers and these into brand ambassadors: They understand the opportunities of CEM and are able to evaluate risks and opportunities for individual tools and strategies (see course content) and can independently develop CEM concepts. Additionally, students are familiar with the fundamental aspects of design and optimization for the usability of digital media and can perform usability analyses and deal with (analyze/use) comprehensive customer data and the fundamentals of customer relationship management (CRM/e-CRM).		
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> Students can differentiate between central instruments of performance marketing and interpret the key figures/KPIs of performance marketing. They understand the potential of search engine marketing via paid organic listings. In the SEA area, students can analyze the design characteristics of advertising campaigns (e.g. via AdWords/AdSense and Facebook ads) as well as strategies for successful bid management. In the area of search engine optimization (SEO), they are familiar with common procedures for on-page and off-page optimization as well as with the most important ranking factors of leading search engines and are able to assess their results		
Course contents	<u>KI im digitalen Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> Students apply concepts of customer journey optimization in the context of AI. A new understanding of digital brand building is conveyed – at a time when AI models increasingly moderate access to information. Furthermore, the limitations and challenges of AI applications are discussed.		
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u>		

	The course provides an overview of customer experience management and of the constitutive blocks of customer satisfaction and customer loyalty. These are illuminated within the context of increasingly complex customer journeys and changing consumer behavior on the web. Specifically strategies and application options of CRM for customer loyalty, fundamentals of web mining, approaches for analyzing large data volumes (big data), options for addressing target groups via targeting as well as aspects of tracking user activities are discussed. Various approaches and testing procedures for optimizing usability and thereby increasing positive customer experiences are introduced. The focus is on support options along the customer journey and linking the increasing number of customer contact points (touchpoints). Specifically communications and marketing instruments, made possible by digital media and instruments are addressed – e.g. aspects of viral marketing/digital word-of-mouth advertising via social media.
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> The course conveys the fundamentals of performance marketing: The focus is on providing an overview of central approaches and their effective mechanisms as well as on conveying essential key parameters and their correct interpretation. Search engine marketing with its subitems SEO and SEA is emphasized. Students are instructed in developing independent and promising strategies. Analysis, strategic orientation, operational realization and implementation as well as the control of respective activities are further central aspects.
Teaching and learning methods	<u>KI im digitalen Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion

Teaching and learning methods	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> Lecture, group work, presentation and task discussion
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> lecture, group work, presentation and task discussion
Evaluation Methods Criteria	<u>KI im digitalen Marketing /ILV / LV-Nr: DMB.2 / 1.Semester / ECTS: 6</u> Seminar work
	<u>Customer Experience Management /ILV / LV-Nr: DMB.1 / 1.Semester / ECTS: 5</u> Project
	<u>Performance Marketing /ILV / LV-Nr: DMB.3 / 2.Semester / ECTS: 5</u> Seminar work

Module number:	Content Marketing	Scope:	
CMK		8	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	1. Semester		
	3. Semester		
Level	1. Semester: second cycle Master / 3. Semester: Second cycle, Master		
Previous knowledge	1. Semester: not applicable / 3. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Pulizzi, J., & Piper, B. (2023). Epic content marketing: Break through the clutter with a different story, get the most out of your content, and build a community in Web3 (2nd ed.). McGraw Hill. - Hörner, T. (2022). Werbewirkung und Controlling im Content-Marketing: Wirkmechanismen erkennen, Controlling optimieren und Strategie anpassen. Springer Gabler. - Eschbacher, I. (2021). Content marketing – Das Workbook: Schritt für Schritt zu erfolgreichem Content. mitp.		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> - Botha, H., & Freeman, R. E. (2023). Existential perspectives on the problem and prevention of moral disengagement. Journal of Business Ethics, 185(3), 499–511. - Mascarenhas, O. A. (1995). Exonerating unethical marketing executive behaviors: A diagnostic framework. Journal of Marketing, 59(2), 43–57.		
Acquisition of skills	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> Students are able to strategically plan, create, and evaluate content for digital presences with a focus on brand building and customer engagement. This includes optimizing corporate communication, establishing and maintaining a brand, strategically guiding customers to digital platforms, and fostering their long-term loyalty. Students understand how to balance the requirements of search engines and platform algorithms with the need for clear, relevant, and user-oriented content. They demonstrate comprehension, analytical, and transfer competencies in the field of content marketing. Furthermore, they are able to critically reflect on and purposefully apply the effects of aesthetics, storytelling, and multimedia formats within digital communication contexts.		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> Students possess orientation knowledge in the national and international self-understanding of marketing ethics as well as transfer and action skills in the application of sustainable marketing management.		
Course contents	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> The course addresses the creation and strategic use of target group-oriented content in marketing. It is grounded in the analysis and application of aesthetics within the marketing context, as well as a critical examination of diversification processes in marketing strategies (keyword: "brand identity") within the framework of the "attention economy." The specific role of prosumers (following Toffler's concept of the "prosumer") in the digital age is also reflected upon. Furthermore, the course explores current developments such as the use of AI-driven tools, social media-specific content formats (e.g., Reels, Stories, Shorts), and interactive content strategies.		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> The seminar begins with a brief introduction to the historical development and current understanding of ethics in (Western) society, as well as an overview of the institutions involved. It then addresses current trends and tendencies. Sustainable marketing management encompasses corporate social responsibility (CSR), corporate cultural responsibility, and ecological aspects (e.g., green events), as well as engagement with consumer ethics.		
Teaching and learning methods	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> Seminar, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Content Marketing /ILV / LV-Nr: CMK.1 / 1.Semester / ECTS: 6</u> Presentation		
	<u>Ethics in Marketing /SE / LV-Nr: CMK.2 / 3.Semester / ECTS: 2</u> Exam		

Module number:	Digital Marketing Advanced	Scope:	
DMA		11	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	1. Semester 3. Semester		
Level	1. Semester: Second cycle, Master / 3. Semester: Second cycle, Master		
Previous knowledge	1. Semester: not applicable / 3. Semester: Fundamentals of Classic Marketing & Controlling, Module DMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Hanlon, A. (2025). Digital Marketing: Strategy, Planning & Disruption (3rd ed.), SAGE. - Kreutzer, R. T. (2022). Online Marketing (3rd ed.). Springer.		
	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson. - Zerres, C. (2021). Handbuch Marketing-Controlling (5th ed.). Springer Gabler.		
Acquisition of skills	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Students gain knowledge of all content that is necessary for preparing a creative marketing strategy (emphasis marketing communication), encompassing both classic and new media. They are additionally able to criticize given marketing strategies, provide change suggestions, develop independent marketing strategies and take on media planning.		
	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Students acquire the ability to analyze, structure, and apply budgeting and controlling processes for digital marketing activities. Using a case study (Google AdWords campaign), they plan and implement an appropriate budgeting and controlling process, including conceptualization, setup, definition of key performance indicators, data interpretation, response options, and optimization processes. They are able to transfer their understanding of budgeting and controlling processes to different digital marketing instruments.		
Course contents	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> Within the context of the fundamental course at the master level, students independently review previously acquired marketing fundamentals while the challenges of marketing communication in digital media are introduced subsequently. Central course content includes the following areas: - Situational analysis - Target definition - Target group analysis - Targeting - Briefing for agencies - Message development - Media selection (classic/digital, BTL/ATL) - Media planning		
	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> Within the course, students analyze budgeting and controlling processes in the context of digital marketing activities and engage with selected areas of controlling. They examine budgeting and controlling processes, define and evaluate appropriate key performance indicators for digital marketing campaigns, determine and manage marketing budgets for digital marketing initiatives, measure and interpret the success of a digital brand campaign, derive actionable recommendations, and prepare final reports.		
Teaching and learning methods	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Digital Marketing I: Strategy Development & Planning /ILV / LV-Nr: DMA.1 / 1.Semester / ECTS: 6</u>		

	Presentation
	Report
	<u>Digital Marketing II: Budgeting & Controlling /ILV / LV-Nr: DMA.2 / 3.Semester / ECTS: 5</u>
	Report
	Presentation

Module number:	Advanced Web	Scope:	
WAW		3	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	2. Semester		
Level	2. Semester: second cycle Master / 2. Semester: second cycle, Master		
Previous knowledge	2. Semester: Module WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2. Auflage. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2. Auflage. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
Acquisition of skills	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Within the context of the course, students acquire knowledge relating to the performance measurement of digital marketing campaigns by means of web analysis tools and, based on this, learn to assess the success of a website or campaign or determine existing potential. They are familiar with web analysis tools (e.g. Piwik, Google Analytics) and able to interpret essential reports and key figures and derive suitable measures.		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> Within the context of the course, students acquire knowledge relating to the performance measurement of digital marketing campaigns by means of web analysis tools and, based on this, learn to assess the success of a website or campaign or determine existing potential. They are familiar with web analysis tools (e.g. Piwik, Google Analytics) and able to interpret essential reports and key figures and derive suitable measures.		
Course contents	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Web analytics instruments are practically used on the basis of the theoretical introduction in the lecture Web Analytics. The students get to know the web analytics systems and use measurements and analytics of the most important KPIs.		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> The course conveys knowledge for performance measurement via web analysis methods. Various procedures (log files, page tagging, cookies) for data collection and evaluation and thus technical fundamentals for web analysis, testing and targeting are introduced. Furthermore, certain targets and instruments for performance measurement as well as key figures and metrics/KPIs for determining success are discussed. These KPIs include visitor numbers, duration of stay, bounce rate, conversion rate. The methods of benchmarking and cohort formation are used among others.		
Teaching and learning methods	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Exercise, group work, presentation and task discussion		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Web Analytics (UE) /UE / LV-Nr: WAW.1U / 2.Semester / ECTS: 2</u> Report Presentation		
	<u>Web Analytics (VO) /VO / LV-Nr: WAW.1V / 2.Semester / ECTS: 1</u> Examination		

Module number:	Practice Integration	Scope:	
PXT		9	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	2. Semester		
	3. Semester		
Level	2. Semester: second cycle, Master / 3. Semester: second cycle, Master		
Previous knowledge	2. Semester: DMB, WBW, TMB / 3. Semester: DMB, WBW, TMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> - Berkland, M. K., & Buxbaum, A. G. (2024). Intercultural communication for the global business professional. Routledge. - Rings, G., & Rasinger, S. M. (2023). The Cambridge introduction to intercultural communication. Cambridge University Press. - Kowalski, S. (2023). Cultural sensitivity training: Developing the basis for effective intercultural communication. econcise. - Liu, S., Komisarof, A., Zhu, H., & Obijiofor, L. (2025). The SAGE handbook of intercultural communication. SAGE.		
	<u>English version available soon /PT / LV-Nr: PXT.2 / 2.Semester / ECTS: 6</u> - Timinger, H. (2017). Modernes Projektmanagement: Mit traditionellem, agilem und hybridem Vorgehen zum Erfolg, Weinheim: Wiley Verlag. - Preußig, J. (2018). Agiles Projektmanagement: Agilität und Scrum im klassischen Projektumfeld, Freiburg: Haufe Verlag.		
Acquisition of skills	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> Students demonstrate an understanding of the major cultural trends, the discipline-relevant discourse, and the economic organization of the respective host country, and are able to critically reflect on cultural differences. They synthesize disciplinary and theoretical knowledge from project management and team building in order to independently design, organize, implement, and evaluate complex projects. The study trip provides students with the opportunity to develop intercultural competencies.		
	<u>English version available soon /PT / LV-Nr: PXT.2 / 2.Semester / ECTS: 6</u> Students synthesize subject-specific and theoretical knowledge from project management and team building in order to independently prepare, organize, implement and evaluate complex projects.		
Course contents	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> Under the instruction of course leadership, students learn about potential study trip destinations, research relevant data and facts about the target country and organize the program independently: Students spend a week in an international environment as they visit companies and attend lectures at partner universities while also taking in other presentations and events. Discussions with specialists and executives, visits to foreign trade centers as well as economic and social associations complement the international, character-building experience of the study trip.		
	<u>English version available soon /PT / LV-Nr: PXT.2 / 2.Semester / ECTS: 6</u> Students learn to implement gained knowledge through independent work. They independently perform the entire implementation of a complex project – which includes conceptualization, budgeting and execution as well as the evaluation and interpretation of results. Projects are performed in student teams under independent leadership and team formation so as to also enhance the students' social skills. Especially important abilities include analyzing recipient behavior, economically responsible decision-making skills, risk management, intercultural action skills, organizational and social skills, budgeting skills, sponsoring and project management.		
Teaching and learning methods	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> lecture, group work, presentation and task discussion		
	<u>English version available soon /PT / LV-Nr: PXT.2 / 2.Semester / ECTS: 6</u> Project		
Evaluation Methods Criteria	<u>Study Trip /ILV / LV-Nr: PXT.1 / 3.Semester / ECTS: 3</u> Participation		
	<u>English version available soon /PT / LV-Nr: PXT.2 / 2.Semester / ECTS: 6</u> Project		

Module number:	Crossmedia Production	Scope:	
VT.CMP		11	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	2. Semester		
	3. Semester		
Level	2. Semester: second cycle Master / 3. Semester: second cycle, Master		
Previous knowledge	2. Semester: Module WBW / 3. Semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> - Fill, C., & Turnbull, S. (2023). Marketing communications. Pearson. - Wirtz, B. W. (2020). Medien- und Internetmanagement. Springer Gabler.		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> - Fill, C., & Turnbull, S. (2023). Marketing communications. Pearson. - Wirtz, B. W. (2020). Medien- und Internetmanagement. Springer Gabler.		
Acquisition of skills	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Students are familiar with the design of time-based media, its technical background and professional production. Building on the first part of the module, they are also able to independently produce and combine crossmedia content according to target groups and integrate these in web-based media presences.		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> Students gain detailed knowledge with respect to convergence, crossmedia added value as well as content development & content management. They learn the basic techniques of web and screen designs and are able to apply the principles of usability for the independent creation of websites with multimedia content.		
Course contents	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> The second part of the module focuses on the conception and production of audiovisual media. Central topics of the course include: - Characteristics and application areas of audiovisual media - Design of time-based media - Narration and narration techniques - Scientific work - Sound and image design The following topics are addressed in exercises: - Video technology (standards such as HD, SD, equipment) - Video production (pre-production, post-production & production) - Audio technology (microphoning, standards, equipment) - Audio production (recording, processing, editing, export) Students synthesize knowledge and abilities from both module parts within the context of project work.		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> At the beginning of the course, an introduction to crossmedia content production is given (content development, format development, crossmediality, convergence and crossmedia added value among others). Building on the course Fundamentals of the Web (Semester 1), conception and implementation of web presences is taught in theory and practice whereby the following topics are addressed more specifically: - Web and screen design - Usability - Design of interactive media - Advanced website programming with emphasis on HTML5 (or subsequent standards), WYSIWYG editor of Adobe CS (current version), integration of various media formats, netcasting & blogging software, further topics: CMS, Javascript & Ajax		
Teaching and learning methods	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u> Seminar, group work, presentation and task discussion		
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Crossmedia-Production & Digital Design II /SE / LV-Nr: VT.CMP.2 / 3.Semester / ECTS: 5</u>		

	Report
	Presentation
	<u>Crossmedia-Production & Digital Design I /ILV / LV-Nr: VT.CMP.1 / 2.Semester / ECTS: 6</u>
	Report
	Presentation

Module number:	Social Networks	Scope:	
VT.SMA		11	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	2. Semester		
	3. Semester		
Level	2. Semester: second cycle Master / 3. Semester: second cycle, Master		
Previous knowledge	2. Semester: Module WBW / 3. Semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> - Ceyp, M. H., & Scupin, J.-P. (2013). Erfolgreiches Social Media Marketing: Konzepte, Maßnahmen und Praxisbeispiele. Springer Gabler		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> - Ceyp, M. H., & Scupin, J.-P. (2013). Erfolgreiches Social Media Marketing: Konzepte, Maßnahmen und Praxisbeispiele. Springer Gabler.		
Acquisition of skills	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Students deepen their competencies in the strategic and operational implementation of social media activities. Building on prior social media strategy development, they design, plan, and execute targeted measures in content production, community management, and campaign planning. Students analyze and evaluate different implementation approaches and their effects within digital communication. Upon completion of the course, they are able to independently conceptualize, implement, and iteratively refine social media strategies in a practice-oriented context.		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> Students are able to apply social media marketing as a strategic communication channel within marketing strategies in a holistic manner. They learn to design and implement social media strategies—across multiple channels and in close alignment with performance marketing.		
Course contents	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Building on the course "Social Media I", this course is focused on consolidating the applicability of social media instruments and channels. Fundamental theoretical approaches and methods for acquiring network data and various analysis procedures are conveyed. Data from the first course is reviewed and evaluated via software tools. Based on these activities, fundamental analysis options in social networks and possible conclusions are discussed. The following questions are at the core of the matter: How can interactions in social networks such as LinkedIn, Facebook and Instagram be evaluated, visualized and used and which conclusions can be drawn from it. Building on analyses, central elements for the development of (social media) strategies for applications in companies and on consumer markets are introduced.		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> The development history and characteristics of networks and social media for everyday usage in the private and professional sphere are depicted – from discussion forums and virtual organizational forms to crowdsourcing and user generated content. In addition to company networks and the visualization of added value, blogs, microblogs (Twitter) and social networks are further focal points. These are systematically introduced and examined based on their usability in companies and for communications between organizations and consumers. Aspects of mobile social marketing and social commerce are also developed in this context.		
Teaching and learning methods	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Seminar, group work, presentation and task discussion		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Social Media II /SE / LV-Nr: VT.SMA.1 / 3.Semester / ECTS: 5</u> Exam		
	<u>Social Media I /ILV / LV-Nr: VT.SMA.1 / 2.Semester / ECTS: 6</u> Project		

Module number:	Academic Research & Writing	Scope:	
WAM		28	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	2. Semester		
	4. Semester		
Level	2. Semester: second cycle Master / 4. Semester: Second cycle, Master		
Previous knowledge	2. Semester: Basic features and techniques of scientific work (bachelor level) / 4. Semester: Basic features and techniques of scientific work (bachelor level) / 4. Semester: English version available soon		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> - Saunders, M., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson. - Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. - Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications. - Kumar, V., Leone, R., Aaker, D., & Day, G. (2019). Marketing research (13th ed.). Wiley.		
	<u>Master thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> - Saunders, M., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson. - Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. - Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications. - Kumar, V., Leone, R., Aaker, D., & Day, G. (2019). Marketing research (13th ed.). Wiley.		
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> - Saunders, M., Lewis, P., & Thornhill, A. (2024). Research methods for business students (9th ed.). Pearson. - Bryman, A. (2016). Social research methods (5th ed.). Oxford University Press. - Creswell, J. W., & Creswell, J. D. (2018). Research design: Qualitative, quantitative, and mixed methods approaches (5th ed.). SAGE Publications. - Kumar, V., Leone, R., Aaker, D., & Day, G. (2019). Marketing research (13th ed.). Wiley. - selected scientific papers		
Acquisition of skills	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> Students deepen their competencies in conducting and reflecting on scientific research projects in the context of their master's thesis. They present the structure, methodological approach, and key findings of their research project and discuss these within the scientific context. Students critically engage with their research gap, research question, chosen methodology, and obtained results, situating them within the current state of research. Through presentation and discussion in the seminar setting, they reflect on their work, defend their scientific arguments, and further develop their research projects through exchange with instructors and peers.		
	<u>Master thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> Students can correctly execute independently developed, complex scientific research endeavors.		
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> Students develop an advanced understanding of scientific work and the research process. They are able to identify and apply key elements of scientific papers, including research questions, research gaps, theoretical frameworks, argumentation structures, and conclusions. Through the analysis of selected scientific papers, students deepen their understanding of the relationship between research questions, methodological approaches, data analysis, and interpretation of results. They grasp fundamental principles of scientific evaluation and are able to understand and discuss their significance for addressing research questions.		
Course contents	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> The topic of the master thesis is selected from the topical range of the study program (Digital Marketing). The developed problem area is prepared based on an academic paper – this, of course, is done independently and without the help of others (stating sources and means). This modus operandi ensures that students are able to work on a problem in a scientific and application-oriented manner. Together with the Master thesis, an extended abstract (English or German) must be submitted.		
	Students are supervised and accompanied in the preparation of their master thesis within the context of the colloquium for the master thesis. They independently search for topics and develop an outline and time schedule – first and foremost by critically examining possible problem areas and hypotheses. The supervisor guides the students in scientific methodology and formal design within the context of individual coaching.		
	<u>Master thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u>		

	The topic of the master thesis is selected from the topical range of the study program (Digital Marketing). The developed problem area is prepared based on an academic paper – this, of course, is done independently and without the help of others (stating sources and means). This modus operandi ensures that students are able to work on a problem in a scientific and application-oriented manner.
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> The course provides advanced knowledge in the area of scientific work. Students engage with the structure, content, format, and verbal presentation of scientific studies at a advanced level. The focus is on the development

Course contents	and structuring of complex research questions, as well as the fundamental design and evaluation of appropriate research methodologies. In addition, students analyze scientific papers with regard to argumentation structure, research logic, and presentation of results, deepening their understanding of principles for scientific analysis and interpretation. The practical application of these skills prepares students, both formally and methodologically, for the preparation of their master's thesis. This also includes the discussion and critical examination of the scientific methodology of a master's thesis. To support students in identifying relevant and high-quality research questions, potential topics and hypotheses are explored and discussed.
Teaching and learning methods	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> Seminar, presentation, discussion
	<u>Master thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> lecture, group work, presentation and task discussion
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> Seminar, papers, group work, discussions
Evaluation Methods Criteria	<u>Colloquium /SE / LV-Nr: WAM.2 / 4.Semester / ECTS: 2</u> Presentation
	<u>Master thesis /SE / LV-Nr: WAM.1 / 4.Semester / ECTS: 22</u> Master's thesis
	<u>Scientific work /SE / LV-Nr: WAM.1 / 2.Semester / ECTS: 4</u> Seminar paper Presentation

Module number:	Management & Law	Scope:	
MTR		6	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	3. Semester		
Level	3. Semester: second cycle Master		
Previous knowledge	3. Semester: Fundamentals of Business Administration		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Strategy & Organizational Design (E) /ILV / LV-Nr: MTR.1 / 3.Semester / ECTS: 4</u> - Parnell, J. A. (2014). Strategic management. Sage. - Stadler, C., Hautz, J., Matzler, K., & Friedrich von den Eichen, S. (2021). Open strategy: Mastering disruption from outside the C-suite. MIT Press. - Bolland, E. J. (2017). Comprehensive strategic management: A guide for students, insights for managers. Emerald. - Meissner, J. O., et al. (2024). Organizational design in a complex and unstable world: Introduction to models and concepts and their application (1st ed.). Springer. - John, J., Baumann, O., Burton, R. M., & Srikanth, K. (2019). Organization design. Cambridge University Press. - Mintzberg, H., Ahlstrand, B. W., & Lampel, J. (2009). Strategy safari: The complete guide through the wilds of strategic management (2nd ed.). Pearson.		
	<u>English version available soon /VO / LV-Nr: MTR.2 / 3.Semester / ECTS: 2</u> - Knyrim, R. (2015): Datenschutzrecht. Österreichisches Recht: Praxisbuch für richtiges Registrieren, Verarbeiten, Übermitteln, Zustimmung, Outsourcen, Werben uvm. 3. Auflage, Manz-Verlag - Ergänzend dazu: Aktuelle Gesetzestexte, OGH-Entscheide und Fallbeispiele - Datenschutz-Grundverordnung: Das neue Datenschutzrecht in Österreich und der EU (Praxishandbuch) Gebundenes Buch (4. August 2016)		
Acquisition of skills	<u>Strategy & Organizational Design (E) /ILV / LV-Nr: MTR.1 / 3.Semester / ECTS: 4</u> Students are familiar with classic organizational theories and the fundamental statements of behavioral-theoretical, system-theoretical and situational approaches. Building on this, students gain the ability to independently use the most important analysis and planning instruments in order to get an overview of the company situation and its goals. Furthermore, they can define, coordinate and control company targets based on quantitative data.		
	<u>English version available soon /VO / LV-Nr: MTR.2 / 3.Semester / ECTS: 2</u> Students possess fundamental knowledge of the legal foundations related to web-based marketing activities and their technologies. This enables them to identify legal issues that may arise in their prospective professional practice in digital marketing and analyze them in accordance with the necessary legal requirements and precautions.		
Course contents	<u>Strategy & Organizational Design (E) /ILV / LV-Nr: MTR.1 / 3.Semester / ECTS: 4</u> The course addresses key concepts and schools of strategic management (e.g., Mintzberg) and their practical application. In addition to strategic fields such as marketing, competition, creativity, and innovation, the most important analytical and planning tools (e.g., Five Forces, BCG Matrix, SWOT, Business Model Canvas, Ansoff Matrix) are introduced and critically discussed. Furthermore, the course examines the challenges that strategic decisions pose for corporate structure, organization, and change processes.		
	<u>English version available soon /VO / LV-Nr: MTR.2 / 3.Semester / ECTS: 2</u> The content comprises the following legal fields within the context of the web: private and public law, competition law and criminal law. Specifically procedures for identity and authenticity safeguarding, electronic signatures, data protection and e-commerce (international purchasing law, jurisdiction and enforcement questions) are addressed. The legal foundations of competition law, patent law and advertising on the Internet are also discussed in an international comparison.		
Teaching and learning methods	<u>Strategy & Organizational Design (E) /ILV / LV-Nr: MTR.1 / 3.Semester / ECTS: 4</u> lecture, group work, presentation and task discussion		
	<u>English version available soon /VO / LV-Nr: MTR.2 / 3.Semester / ECTS: 2</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Strategy & Organizational Design (E) /ILV / LV-Nr: MTR.1 / 3.Semester / ECTS: 4</u> Project		
	<u>English version available soon /VO / LV-Nr: MTR.2 / 3.Semester / ECTS: 2</u> Examination		

Module number:	Electives	Scope:	
ELE		7	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	3. Semester		
	4. Semester		
Level	3. Semester: second cycle, Master / 4. Semester: second cycle, Master		
Previous knowledge	3. Semester: not applicable / 4. Semester: not applicable		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Elective I(E) /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> -Edger, C. and Oddy, R. (2018). 87 Key Models for Event, Venue and Experience (EVE) Managers. UK, Libri Publishing. - Kotler, P.; Armstrong, G.; Harris, L. C. & Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. & Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., & Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [u.a.]: Peter Lang.		
	<u>Elective II(E) /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> - Edger, C. and Oddy, R. (2018). 87 Key Models for Event, Venue and Experience (EVE) Managers. UK, Libri Publishing. - Kotler, P.; Armstrong, G.; Harris, L. C. & Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. & Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., & Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [u.a.]: Peter Lang.		
Acquisition of skills	<u>Elective I(E) /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Students are able to actively contribute previously acquired knowledge to academic and professional discussions. They are capable of critically questioning, contextualizing, and comparing new insights. Furthermore, they can appropriately evaluate the activities and perspectives of experts from both industry and academia. Students are also able to establish and further develop professional contacts with these experts and demonstrate an understanding of both the Austrian and the international market context.		
	<u>Elective II(E) /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Students are able to actively contribute previously acquired knowledge to academic and professional discussions. They are capable of critically questioning, contextualizing, and comparing new insights. Furthermore, they can appropriately evaluate the activities and perspectives of experts from both industry and academia. Students are also able to establish and further develop professional contacts with these experts and demonstrate an understanding of both the Austrian and the international market context.		
Course contents	<u>Elective I(E) /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> The course will focus on the following points: - The use of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in both theory and practice - Economic, political and social impacts - Industry and R&D activities - Digital developments - Creation and evaluation of trends, fashions, booms		
	<u>Elective II(E) /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> The course will focus on the following points: - The use of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in both theory and practice - Economic, political and social impacts - Industry and R&D activities - Digital developments - Creation and evaluation of trends, fashions, booms		
Teaching and learning methods	<u>Elective I(E) /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u>		

	Integrated course
	<u>Elective II(E) /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u>
	Integrated course

Evaluation Methods Criteria	<u>Elective I(E) /ILV / LV-Nr: ELE.1 / 3.Semester / ECTS: 4</u> Presentation
	<u>Elective II(E) /ILV / LV-Nr: ELE.2 / 4.Semester / ECTS: 3</u> Presentation

Module number:	Digital Marketing Specialization	Scope:	
DME		3	ECTS
Degree program	University of Applied Sciences Master's Program Digital Marketing part-time		
Position in the curriculum	4. Semester		
Level	4. Semester: Second cycle, Master		
Previous knowledge	4. Semester: Fundamentals of Classic Marketing, DMB, DMA		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> - Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson		
Acquisition of skills	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> Upon completion of the course, students possess in-depth expertise and, due to the integrative nature of the course, are able to apply this knowledge. They are capable of evaluating integrated marketing plans and independently developing a detailed omnichannel marketing plan, including a briefing for internal and external stakeholders (e.g., corporate communications, strategy, knowledge management, human resources, CRM, sales, IT, and product development).		
Course contents	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> Building on the knowledge acquired in the previous three semesters, case studies selected by the instructor serve to deepen the understanding and application of digital channels for market research/analytics, the development, implementation, and adaptation of business strategies, as well as for assessing the impact of intra-organizational measures. Generative AI is also addressed in this context. Within corresponding project work, students develop an omnichannel marketing communications strategy that integrates all content from the Digital Marketing modules.		
Teaching and learning methods	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> lecture, group work, presentation and task discussion		
Evaluation Methods Criteria	<u>Digital Marketing III: Omnichannel Marketing Communications /ILV / LV-Nr: DME.1 / 4.Semester / ECTS: 3</u> Report Presentation		

3 ADMISSION REQUIREMENTS

The general admission requirements are governed by Section 4 of the University of Applied Sciences Act (FHG) as amended; accordingly, the subject-specific admission requirement for a master's program at a university of applied sciences is a completed bachelor's degree in a relevant field from a university of applied sciences or the completion of an equivalent degree program at a recognized domestic or foreign postsecondary educational institution.

1. For the purposes of this application, bachelor's degree programs or equivalent postsecondary educational qualifications in the fields of social sciences and economics (based on ISCED 2013, Fields of Education and Training 03/04) are considered relevant to the subject area if they cover the core subject areas of marketing, communication, management, and business administration (based on ISCED 2013, Fields of Education and Training 031/032/041), covering a total of at least 30 ECTS credits.
2. In its program architecture, Kufstein University of Applied Sciences in Tyrol provides for the integration of bachelor's and master's programs in accordance with the Bologna Process: Upon successful completion of a bachelor's degree, graduates have several options for pursuing a master's degree both at and outside of Kufstein University of Applied Sciences in Tyrol. For this Master's program, graduates of the following degree programs at Kufstein University of Applied Sciences in Tyrol (regardless of the program's organizational structure) would be eligible for admission based on the aforementioned academic background:
 - International Business Management
 - Marketing & Communication Management
 - Sports, Culture & Event Management
 - Business Administration
 - Web Business & Technology
 - Business Psychology & Management
3. The languages of instruction and examination at Kufstein University of Applied Sciences in Tyrol are German and English across all degree programs. Therefore, students from non-German-speaking countries must provide proof of proficiency in German.
4. The language of instruction for the full-time program is 100% English. A proven language proficiency level of at least B2 is therefore required.
5. Verification of compliance with the admission requirements is the responsibility of the program director of the Master's program in Digital Marketing.