Study regulations of the
FH Master's course

Digital Marketing

To obtain the academic degree

Master of Arts in Business,
abbreviated to MA

as an appendix to the statutes of the FH Kufstein Tirol

Organizational form: Full-time and part-time
Duration: 4 semesters
Scope: 120 ECTS
Places for beginners per academic year: 20 full-time

25 part-time

Version 1
Decided by the FH Faculty Council on October 07, 2020

Content

1 Occupational profiles 3

1.1 Occupational fields 3

1.2 Qualification profile 5

2 Curriculum 12

2.1 Curriculum data Full-time and part-time 12

2.2 Curriculummatrix full-time 15

2.3 Curriculum matrix part-time 18

2.4 Module descriptions 21

2.5 Internship 80

2.6 Semester Abroad 80

3 Admission requirements 81

1 OCCUPATIONAL PROFILES

1.1 Occupational fields

The Master's course in Digital Marketing enables graduates to take on various positions in a wide range of departments and agencies - the leadership skills acquired in the course of management training can also be used to gain prospects for **management positions**.

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

The interdisciplinary and wide-ranging management training at Master level enables graduates to take on tasks in all areas of classical and digital marketing along with a combination of both in a leadership position. These areas of activity include strategy development, budgeting, campaign planning, media production and planning as well as monitoring, including performance measurement of all marketing activities and content marketing in accordance with the company or commissioning organization business plans and in synergistic use of all available channels.

The economic and technical focus of the present course of studies enables graduates to act as mediators and project managers at the interface of management/corporate communication/IT. This is of increasing fundamental importance, both in the area of external corporate communications (including websites, appearances on social media platforms, online advertising, SEO, SEA) and internal corporate communications.

Using intensive study of the technical and creative options offered by audiovisual media, as well as their risks from the standpoint of consumer behavior, graduates are able to work in the field of crossmedia production and omnichannel marketing, both strategically and in a monitoring or operational capacity.

Occupational profile: Online Marketing Manager
Online trading is the fastest-growing market. Companies are increasingly investing in online commerce and, accordingly, marketing activities are also moving online. This means the experienced knowledge in this rapidly-growing field is more important than ever. Online marketing managers are specialists in this field and hold a comprehensive overview of the current trends and developments online. They are familiar with the digital habits and interactions of their customers and have to understand and respond to changes in these fast-moving times in order to create added value for the customer. This is the only way to ensure that customers are reached at all digital levels. In addition, their specialized training in the digital field allows them to take on advisory activities. The occupational profile of online marketing managers includes the following activities:

- Can create, manage and optimize web pages
- Can design and adapt digital campaigns
- Can prepare and implement the communication tools typical for web content according to customer requirements
- Have a broad knowledge of current web technologies and trends
- Perform monitoring, analysis and marketing of web content
- Know how to use the common tools and programs for data analysis
- Understand the economic and legal background of digital marketing and have project management skills
- Can analyze and understand the key figures relating to the online sector

Occupational profile: Content Marketing Manager
The aim of content marketing is to ensure that companies present themselves with content that is as unique and high quality as possible. Content marketing refers primarily to digital media such as your own company website, social media platforms or blogs. The focus lies not only on the company and its products and services, but also on stories and other entertaining content, which attracts more attention and therefore achieves the desired customer behavior. Content Marketing Managers work on the conceptual and creative design of individual and qualitative content to ensure a company and its products are entertaining in the digital field.

In order to present the relevant content to the customer as attractively as possible, Content Marketing Managers know their target group very well and have a good sense of aesthetics and their effect on the customer. In addition, they not only have creative and technical/digital skills, but also organizational abilities.
In summary, Content Marketing Managers have the following skills:

- Can conceptualize and design the content for websites, branding and customer loyalty
- Offer unique, top quality content
- Can analyze social developments and develop individual and customer-oriented concepts and strategies based on these analyses
- Possess a high sense of customer wishes
- Possess project management skills
- Know how to use the common web analysis tools and programs

Occupational profile: SEO and SEA Manager
Search engine optimization and advertising (SEO and SEA) have become important elements of online marketing. The preferred method of research is online, especially in this digital era. Companies pursue the goal of appearing as high up in the search engines as possible, allowing them to be found quickly. By booking ads, companies achieve a higher visibility and findability. This makes it possible to direct more traffic to your own company homepage and to increase product and brand awareness. SEO/SEA managers develop strategies to make websites easier to find when searching the internet and create professional AdWords campaigns. Furthermore, the field of activity of SEO/SEA managers includes the following tasks. They:

- know the goals of SEO and SEA
- can perform keyword analyses
- can create professional AdWords campaigns
- can plan and implement search engine campaigns
- can measure success
- know the relevant key figures for search engine optimization and advertising

Occupational profile: Social Media Manager
Social media such as Facebook, Instagram, Twitter and so on have become an integral part of today's media life. Not only private individuals, but increasingly, companies are taking advantage of the benefits of social media for advertising purposes. The communicated contents have a high reach and are comparatively inexpensive in contrast to the classic media. This fast-moving and constantly growing market has resulted in a high demand for experts in the social media sector. Social Media Managers are able to use social media in a professional way and keep an eye on the appearance of a company, coordinate and respond to corresponding changes and/or innovations. The field of activity of Social Media Managers is as follows. They:

- can set up their own social networks and fill them with content
- can plan, design and implement social media projects
- are able to evaluate trends and configure them according to customer requirements
- perform monitoring and analysis of social media content
- can carry out downstream processes, such as measuring success
- have a broad knowledge of social media

- can present tailor-made social media solutions to the customer
- have a high affinity for technology and media

Occupational profile: Omnichannel Manager
While in the past, the customer experience was spread over a few channels, today the customer is provided with a larger, networked offering with a range of touchpoints. The additional channels range from mobile devices to social media and C2C communication. In the rapidly-growing online sector, the omnichannel gives customers the opportunity to switch back and forth between several channels, to receive more information than at the classic point of sale, and to be flexible in terms of time. In order to ideally network the many available channels, Omnichannel Managers take over the planning, management and monitoring of sales channels and customer contact points in order to optimize both the customer experience and the company's success. They have high digital and analytical skills to determine which sales channels are suitable for a company and how these can be made customer-friendly. This results in the following fields of activity. Omnichannel managers:

- can plan, monitor and optimize the wealth of sales channels across all channels
- can design and optimize the analog and digital contact points as well as products and services in a customer-friendly manner
- can record and analyze the analog and digital contact points of customers and adapt the results to their strategy
- generate customer feedback and results from market research

1.2 Qualification profile

The qualification aims and learning outcomes of the Master course Business Management correspond both to the academic and professional requirements and to *IISCED level ISCED-F-0688Digital Marketing* (International Standard Classification of Education). The contents taught qualify the graduates for the previously-mentioned professional fields of activity.

Professional-academic competences

Social Science
Based on detailed knowledge of sociological diagnoses of the present, as well as the construction of reality in the real and virtual world, graduates are not only able to recognize social trends early on, to classify them (analysis competence) and to respond to them, but also to actively help shape trends and design them within the framework of their company-specific options.

Economics
Graduates are able to make company-relevant decisions and design the operational organization independently on the basis of sound knowledge - especially regarding the digital economy: in addition to knowledge and the ability to correctly interpret and monitor economic indicators, they have detailed knowledge, for example of success factors in the phases of company foundation, of business and financing models, as well as understanding and application competence of modern approaches to strategic management and contemporary organizational theories.

Communication and Media Studies
The graduates can come up with and design integrated communication tools in a targeted manner: To this end, they have an understanding and knowledge of various types of media and the potential applications of various communication models and media theories in the increasingly interpenetrating structure of the real and virtual world (transfer competence). The graduates are able to combine and synthesize knowledge of the above-mentioned fields.

Web Technologies
Knowledge and understanding of the technical basics of the web in combination with scientific examination of the digital economy form the basis for extended media competence of graduates, enabling

them to recognize the interdependence of web technologies and digital marketing and to integrate it successfully into future-oriented marketing activities. They also have the technical skills to create web-based communication tools themselves and to present complex concepts to precise IT specialists (language skills).

Digital Marketing
Graduates have the skills to analyze methods of classical marketing, to transfer them innovatively to new media and to apply them successfully in planning, calculation, design and evaluation of integrated marketing activities. Experience and detailed knowledge of usability, customer experience management as well as discussions of ethics and aesthetics in marketing bring together technical and economic expertise and promote both interdisciplinary analysis competence and intellectual agility and, in connection with this, transfer competence and the joy of innovation.

Personal and social skills

Social skills
Interdisciplinary social skills such as the ability to work in a team, to conduct negotiations, to manage conflicts and to be critical are acquired through various forms of teaching and practice. Using interdisciplinary practical projects, the students expand their social skills in dealing with heterogeneous groups, for example, consisting of experts from different fields or people with different qualifications in their professional practice.

Leadership and Solution Competence
In-depth understanding of project management methods and team leadership is established in our own courses. In addition, students acquire application skills, for example by managing complex theoretical and practical projects and distributed teams. The necessity to think in an interdisciplinary way sharpens both problem awareness and solution competence.

Self organization, motivation and flexibility
The present Master's program and the varied demands of the courses on the students encourage their time management and self-organization. The exercises and projects, which become increasingly complex as the course progresses, also require flexibility and motivation. Using detailed project debriefings, graduates also acquire the ability to reflect, which supports the long-term expansion of the above-mentioned skills.

Relationship between professional fields of activity, tasks, key competences and modules of the Digital Marketing curriculum:

Occupational field of activity	Task	Competence description	Competence allocation	Module affiliation
Online Marketing Manager	Creates, manages and optimizes web pages	Has a high affinity for digital media	Professional-academic	WBW
		Has a high degree of creativity	Professional-academic	VT.CMP
		Has excellent communication skills	Personal/social	TMB
		Possesses eloquence and textual confidence	Personal/social	CMK
	Designs and adapts digital campaigns	Has a high level of digital knowledge such as web, e-commerce, campaigns or trends	Professional-academic	DMA
		Analyzes, monitors and optimizes the performance of campaigns	Professional-academic	DMA
		Can design, create and control AdWord campaigns	Professional-academic	DMA
	Prepares and implements communication tools typical for web content based on customer requirements	Has a high degree of customer orientation	Personal/social	DMB
		Carries out customer acquisition	Personal/social	DMB
	Identifies current technologies and trends	Analyzes relevant sources and publications	Professional-academic	WBW
		Observes and analyzes the current market trends	Professional-academic	WBW
	Performs monitoring, analysis and marketing of web content	Recognizes and analyzes the market and competitive situation	Professional-academic	WBW and DMA
		Can develop and implement new digital marketing channels	Professional-academic	DME
	Deals with the common tools and programs for data analysis	Can use common analysis tools	Professional-academic	WAW
	Carries out projects taking into account the economic and legal background of digital marketing	Possesses a high level of analytical, strategic and operational skills	Personal/social	WBW
		Uses project management skills such as budgets, schedules, resources or quality management	Professional-academic	DMA and PXT
		Can develop into leaders and coordinate the marketing team	Personal/social	MTR
		High ability to work in a team	Personal/social	TMB
	Analyzes key figures online	Interprets the corresponding key figures	Professional-academic	WAW and DMA

Occupational field of activity	Task	Competence description	Competence allocation	Module affiliation
Content Marketing Manager	Conception of content for internet presences, branding and customer loyalty	Can conceptualize and design the content for their own Internet pages	Professional-academic	CMK and WBW
		Can also conceptualize and design content as third-party content for other websites	Professional-academic	CMK and VT.CMP
		Can develop both branded and product-related content	Professional-academic	CMK
		Can use digital media in different channels such as corporate websites, social media profiles or blogs, etc.	Professional-academic	DME
		Builds up a brand and maintains it continuously	Professional-academic	DMB, DMA and DME
	Creates and implements unique and high quality content	Can assess the quality of the content	Professional-academic	CMD and VT.CMP
		Can create and maintain content	Professional-academic	CMK
		Can observe current market conditions and trends and use them for their own purposes	Professional-academic	WBW
		Possesses a high level of eloquence	Personal/social	CMK
	Develops and implements concepts and strategies for the defined target group	Can analyze social developments and develop individual and customer-oriented concepts and strategies based on these analyses	Professional-academic	DMA and DMB
		Has a high degree of creativity	Personal/social	VT.CMP
		Has the technical skills necessary for the digital field	Professional-academic	WBW
	Recognizes and analyzes customer requirements	Can conduct research independently	Personal/social	DMB
		Can distinguish relevant content from irrelevant content	Personal/social	CMK
		Can design the contents individually and target group specifically	Personal/social	CMK
	Leads projects with the help of project management	Understands the economic background of the project work	Professional-academic	PXT
		Mastery of cross-interface work	Professional-academic	PXT
	Use of common web analysis tools and programs	Has a high affinity for analyzing digital media	Professional-academic	WAW
		Can independently use web analysis tools	Professional-academic	WAM
		Can evaluate and understand existing data material	Professional-academic	WAM
		Can use these skills to generate data but also to evaluate data in terms of downstream processes	Professional-academic	WAM

Occupational field of activity	Task	Competence description	Competence allocation	Module affiliation
SEO and SEA Manager	Increase of brand awareness	Knows the goals of SEO and SEA	Professional-academic	DMB
		Can increase traffic	Professional-academic	DMB
		Can generate leads and customer contacts	Professional-academic	DMB
		Understands how to increase attention	Personal/social	DMB
		Generate an increase in turnover	Professional-academic	DMB and DMA
	Performing keyword analyzes	Knows what keywords are and what types are available	Professional-academic	WAW
		Can perform operational optimization such as keyword optimization for users	Professional-academic	WAW
		Selects the relevant search terms for a keyword strategy	Professional-academic	WAW
		Can professionally structure digital web content as part of a content strategy	Professional-academic	CMK
		Can coordinate web content technically, in terms of both content and structure	Professional-academic	WBW
		Masters the optimization of the structure and reputation of a website	Professional-academic	WAW and DMB
	Creates professional AdWords campaigns	Can position the previously-determined, relevant AdWords	Professional-academic	DMA
	Plans and implements search engine campaigns	Knows important concepts of campaign management	Professional-academic	DMB
		Can conceptualize and optimize the structure and content of a website in the on and off-page area	Professional-academic	WBW, WAW
	Carries out campaigns and measure success	Can conduct search engine optimization campaigns in the benchmark to competing websites such as editorial and link analysis of the participant's site and competitors	Professional-academic	DMA
		Knows the tools and programs commonly used for search engine optimization: e.g. Google Analytics	Professional-academic	WAW
	Knows the relevant key figures for search engine optimization and advertising	Possesses management skills	Professional-academic	MTR
		Knows and understands the relevant key figures, e.g. CPC, conversions, ROAS, etc.	Professional-academic	DMA and DME

Occupational field of activity	Task	Competence description	Assignment of competencies	Module affiliation
Social Media Manager	Sets up their own social networks and fills them with content	Can develop and optimize e-commerce concepts	Professional-academic	WBW and VT.SMA
		Has a high affinity for social media	Professional-academic	VT.LAS
		Has a high degree of creativity	Personal/social	VT.SMA and VT.CMP
	Plans, designs and implements social media projects	Can maintain and update social media profiles on an ongoing basis	Personal/social	VT.LAS
		Can analyze, implement and establish social media marketing concepts	Professional-academic	VT.LAS
		Develops and coordinates social media campaigns	Professional-academic	VT.LAS
		Develops strategies for the social media presence of companies and implements them	Professional-academic	VT.LAS
	Evaluates and configures trends based on customer requirements	Understands the importance of social media in today's world	Personal/social	VT.LAS
		Observes and analyzes the current market situation of social media	Professional-academic	VT.LAS
	Performs monitoring and analysis of social media content	Knows the relevance of the information based on monitoring	Professional-academic	VT.LAS
		Observes and analyzes the current market and competitive situation	Professional-academic	WBW
	Implements downstream processes such as performance measurement	Is familiar with the tools necessary for success measurements and expertise to use them	Professional-academic	VT.SMA and DMA
		Can develop and implement new digital marketing channels	Professional-academic	DME
	Strategic use of social media	Expertise to use the essential instruments and tools according to the product/service	Professional-academic	VT.LAS
	Presents tailor-made social media solutions for customers	Has a high degree of customer orientation	Personal/social	VT.SMA and DMB
	Uses relevant instruments for the implementation of social media strategies	Knows the importance of the essential media tools	Professional-academic	VT.LAS
		Has a high affinity for technology and media	Personal/social	VT.SMA and CMK

Occupational field of activity	Task	Competence description	Assignment of competencies	Module affiliation
Omnichannel Manager	Cross-channel planning, control and optimization of distribution channels	Can manage and continuously maintain the various sales channels	Professional-academic	DME
		Is able to enhance the customer experience through planning, monitoring and optimization	Professional-academic	DME and MTR
		Can optimize the success of the company through appropriate measures	Professional-academic	DMA and DME
	Design of analog and digital contact points (touchpoints) for products and services in line with customer benefits	Has a high degree of customer orientation	Personal/social	DMB
		Observes and understands trends and can use the results of the analysis to design the sales channels according to customer requirements	Professional-academic	DME
	Generates customer feedback and results from market research	Is familiar with the analysis tools and programs commonly used for market research	Professional-academic	WAM
		Analyzes, considers and implements the customer requirements recorded in the Omnichannel Strategy	Professional-academic	DMB and MTR
	Captures and analyzes analog and digital contact points of customers and adjusts the strategy based on the results	Is familiar with the analysis tools and programs commonly used for data evaluation	Professional-academic	DMB
		Can understand the results obtained	Professional-academic	DMB
		Can use the figures obtained for their own strategy in order to offer the customer an attractive buying experience	Professional-academic	DME
		Possesses a high level of analytical skills	Professional-academic	WAM and DMA

2 CURRICULUM

2.1 Curriculum data Full-time and part-time

	FT	PT	Comment if applicable
First year of study (YYY/YY$_{+1}$)	2021/2022	2021/2022	
Standard duration of study (number of semesters)	4	4	
Obligatory WSH (Total number for all sem.)	50.6	50.6	
Course weeks per semester (number of weeks)	15	15	
Obligatory course hours (Total for all sem.)	825	825	
Obligatory ECTS (Total for all sem.)	120	120	
WS start (Date, comm.: poss. CW)	CW 40	CW 40	
WS end (Date, comm.: poss. CW)	CW 5	CW 5	
SS start (Date, comm.: poss. CW)	CW 11	CW 11	
SS end (Date, comm.: poss. CW)	CW 28	CW 28	
WS weeks	15	15	
SS weeks	15	15	
Obligatory semester abroad (semester specification)	No	No	
Language of instruction (specify)	German	German	The proportion of English-language courses amounts to [Company Address]% of the WSH
Internship (semester information, duration in weeks per semester)	No	No	

Module assignment overview Full-time

Module	Module Title	Course title	WSH	ECTS	Sem.
CMK	Content marketing	Content marketing	2	4	1
		Ethics in Marketing	1	2	3
DMA	Digital Marketing, advanced knowledge	Digital Marketing II: Budgeting & Monitoring	2	4	3
		Digital Marketing I: Strategy Development & Planning	2.5	5	1
DMB	Digital Marketing Basics	Customer experience management	2.5	5	1
		Digital dialog marketing	2.5	5	1
		Performance marketing	2.5	5	2
DME	Digital Marketing Expertise	Digital Marketing III: Omnichannel Marketing Communications	2	3	4
ELE	Electives	Elective I (E)	2	3	3
		Elective II (E)	2	3	4
MTR	Management and Law	Selected areas of law	1	2	2
		Organizational Theory and Strategic Management (E)	2	4	2
PXT	Practical Transfer	Practical Project	3	6	3
		Study trip	2	3	3
TMB	Teambuilding	Teambuilding	1	1	1
VT.CMP	Crossmedia Production	Crossmedia Production & Digital Design I	3	6	2
		Crossmedia Production & Digital Design II	2	6	3
VT.LAS	Social Network	Social Media I	3	6	2
		Social Media II	2	6	3
WAM	Academic Methods	Colloquium for the Master thesis	1	2	4
		Master thesis	0	22	4
		Academic Methods	2	4	2
WAW	Web development knowledge	Affiliate marketing	1	2	1
		Web analytics (UE)	1	2	2
		Web analytics (VO)	1	1	2
WBW	Web basic knowledge	Fundamentals of the digital economy	1	2	1
		Basics of the Web (UE)	2	5	1
		Basics of the Web (VO)	1	1	1
			50.0	**120**	

Module assignment overview, part-time

Module	Module Title	Course title	WSH	ECTS	Sem.
CMK	Content marketing	Content marketing	2	4	1
		Ethics in Marketing	1	2	3
DMA	Digital Marketing, advanced knowledge	Digital Marketing II: Budgeting & Monitoring	2	4	3
		Digital Marketing I: Strategy Development & Planning	2.5	5	1
DMB	Digital Marketing Basics	Customer experience management	2.5	5	1
		Digital dialog marketing	2.5	5	1
		Performance marketing	2.5	5	2
DME	Digital Marketing Expertise	Digital Marketing III: Omnichannel Marketing Communications	2	3	4
ELE	Electives	Elective I (E)	2	3	3
		Elective II (E)	2	3	4
MTR	Management and Law	Selected areas of law	1	2	3
		Organizational Theory and Strategic Management (E)	2	4	3
PXT	Practical Transfer	Practical Project	3	6	2
		Study trip	2	3	3
TMB	Teambuilding	Teambuilding	1	1	1
VT.CMP	Crossmedia Production	Crossmedia Production & Digital Design I	3	6	2
		Crossmedia Production & Digital Design II	2	6	3
VT.LAS	Social Network	Social Media I	3	6	2
		Social Media II	2	6	3
WAM	Academic Methods	Colloquium for the Master thesis	1	2	4
		Master thesis	0	22	4
		Academic Methods	2	4	2
WAW	Web development knowledge	Affiliate marketing	1	2	1
		Web analytics (UE)	1	2	2
		Web analytics (VO)	1	1	2
WBW	Web basic knowledge	Fundamentals of the digital economy	1	2	1
		Basics of the Web (UE)	2	5	1
		Basics of the Web (VO)	1	1	1
			50.0	**120**	

2.2 Curriculummatrix full-time

The following description of the courses does not include the work involved in supervising Master theses. For each supervised work, a workload of 0.6 WSH is planned, i.e. with 20 accredited study places, an additional AWSH workload of 12 AWSH (full-time) or with 25 accredited study places, an additional AWSH workload of 15 AWSH, which are incurred in the 4th semester. In total, an AWSH sum of 27 AWSH over all 4 semesters is achieved for the Master thesis supervision.

1st semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
CMK.1	Content marketing	ILV	X		20%	2	1	2	30	CMK	4
DMA.1	Digital Marketing I: Strategy Development & Planning	ILV			20%	2.5	1	2.5	37.5	DMA	5
DMB.1	Customer experience management	ILV		X	20%	2.5	1	2.5	37.5	DMB	5
DMB.2	Digital dialog marketing	ILV			20%	2.5	1	2.5	37.5	DMB	5
TMB.1	Teambuilding	ILV			0%	1	2	2	30	TMB	1
WAW.2	Affiliate marketing	ILV			20%	1	1	1	15	WAW	2
WBW.1	Fundamentals of the digital economy	ILV			20%	1	1	1	15	WBW	2
WBW.2U	Basics of the Web (UE)	UE	X		20%	2	1	2	30	WBW	5
WBW.2V	Basics of the Web (VO)	VO	X		25%	1	1	1	15	WBW	1
Total line:						15.5		16.5	247.5		30
Course hours = Total WSH x course weeks						232.5					

2nd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
DMB.3	Performance marketing	ILV			20%	2.5	1	2.5	37.5	DMB	5
MTR.1	Organizational Theory and Strategic Management (E)	ILV		X	20%	2	1	2	30	MTR	4
MTR.2	Selected areas of law	VO			0%	1	1	1	15	MTR	2
VT.CMP.1	Crossmedia Production & Digital Design I	ILV	X		20%	3	1	3	45	VT.CMP	6
VT.SMA.1	Social Media I	ILV	X		20%	3	1	3	45	VT.LAS	6
WAM.1	Academic Methods	SE			0%	2	1	2	30	WAM	4
WAW.1U	Web analytics (UE)	UE	X		20%	1	2	2	30	WAW	2
WAW.1V	Web analytics (VO)	VO	X		25%	1	1	1	15	WAW	1
Total line:						15.5		16.5	247.5		30
Course hours = Total WSH x course weeks						232.5					

3rd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
CMK.2	Ethics in Marketing	SE			20%	1	1	1	15	CMK	2
DMA.2	Digital Marketing II: Budgeting & Monitoring	ILV			20%	2	1	2	30	DMA	4
ELE.1	Elective I (E)	ILV		X	15%	2	1	2	30	ELE	3
PXT.1	Study trip	ILV		X	0%	2	1	2	30	PXT	3
PXT.2	Practical Project	PT			10%	3	2	6	90	PXT	6
VT.CMP.2	Crossmedia Production & Digital Design II	SE	X		20%	2	1	2	30	VT.CMP	6
VT.SMA.1	Social Media II	SE	X		20%	2	1	2	30	VT.LAS	6
Total line:						14		17	255		30
Course hours = Total WSH x course weeks						210					

4th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
DME.1	Digital Marketing III: Omnichannel Marketing Communications	ILV			20%	2	1	2	30	DME	3
ELE.2	Elective II (E)	ILV		X	15%	2	1	2	30	ELE	3
WAM.1	Master thesis	SE			0%	0	20	0	0	WAM	22*
WAM.2	Colloquium for the Master thesis	SE			15%	1	1	1	15	WAM	2
Total line:						5		5	75		30
Course hours = Total WSH x course weeks						75					

* The 22 ECTS for the Master thesis are divided into 20 ECTS for the Master thesis and 2 ECTS for the final examination.

Abbreviations	
eLV	E-learning proportion of course in percent
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 of full-time curriculum data

Description	WSH	AWSH	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	17			37
Percentage of technical courses over all semesters based on WSH / ECTS	34%			30.83%
Total number of courses in English over all semesters	10.5			18
Proportion of courses in English over all semesters based on WSH / ECTS	21%			15%
Proportion of eLearning units over all semesters based on WSH / ECTS	16.7%			13.92%

2.3 Curriculum matrix part-time

1st semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
CMK.1	Content marketing	ILV	X		20%	2	1	2	30	CMK	4
DMA.1	Digital Marketing I: Strategy Development & Planning	ILV			20%	2.5	1	2.5	37.5	DMA	5
DMB.1	Customer experience management	ILV		X	20%	2.5	1	2.5	37.5	DMB	5
DMB.2	Digital dialog marketing	ILV			20%	2.5	1	2.5	37.5	DMB	5
TMB.1	Teambuilding	ILV			0%	1	2	2	30	TMB	1
WAW.2	Affiliate marketing	ILV			20%	1	1	1	15	WAW	2
WBW.1	Fundamentals of the digital economy	ILV			20%	1	1	1	15	WBW	2
WBW.2U	Basics of the Web (UE)	UE	X		20%	2	1	2	30	WBW	5
WBW.2V	Basics of the Web (VO)	VO	X		25%	1	1	1	15	WBW	1
Total line:						15.5		16.5	247.5		30
Course hours = Total WSH x course weeks						232.5					

2nd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
DMB.3	Performance Marketing	ILV			20%	2.5	1	2.5	37.5	DMB	5
PXT.2	Practical Project	PT			10%	3	2	6	90	PXT	6
VT.CMP.1	Crossmedia Production & Digital Design I	ILV	X		20%	3	1	3	45	VT.CMP	6
VT.SMA.1	Social Media I	ILV	X		20%	3	1	3	45	VT.LAS	6
WAM.1	Academic Methods	SE			0%	2	1	2	30	WAM	4
WAW.1U	Web analytics (UE)	UE	X		20%	1	2	2	30	WAW	2
WAW.1V	Web Analytics (VO)	VO	X		25%	1	1	1	15	WAW	1
Total line:						15.5		19.5	292.5		30
Course hours = Total WSH x course weeks						232.5					

3rd semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
CMK.2	Ethics in Marketing	SE			20%	1	1	1	15	CMK	2
DMA.2	Digital Marketing II: Budgeting & Monitoring	ILV			20%	2	1	2	30	DMA	4
ELE.1	Elective I (E)	ILV		X	15%	2	1	2	30	ELE	3
MTR.1	Organizational Theory and Strategic Management (E)	ILV		X	20%	2	1	2	30	MTR	4
MTR.2	Selected areas of law	VO			0%	1	1	1	15	MTR	2
PXT.1	Study trip	ILV		X	0%	2	1	2	30	PXT	3
VT.CMP.2	Crossmedia Production & Digital Design II	SE	X		20%	2	1	2	30	VT.CMP	6
VT.SMA.1	Social media II	SE	X		20%	2	1	2	30	VT.LAS	6
Total line:						14		14	210		30
Course hours = Total WSH x course weeks						210					

4th semester

Course no.	Course title	Course type	T	E	eLV	WSH	No. of groups	AWSH	ALVS	MODULE	ECTS
DME.1	Digital Marketing III: Omnichannel Marketing Communications	ILV			20%	2	1	2	30	DME	3
ELE.2	Elective II (E)	ILV		X	15%	2	1	2	30	ELE	3
WAM.1	Master thesis	SE			0%	0	20	0	0	WAM	22*
WAM.2	Colloquium for the Master thesis	SE			15%	1	1	1	15	WAM	2
Total line:						5		5	75		30
Course hours = Total WSH x course weeks						75					

* The 22 ECTS for the Master thesis are divided into 20 ECTS for the Master thesis and 2 ECTS for the final examination.

Abbreviations	
eLV	E-learning proportion of course in percent
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 of part-time curriculum data

Description	WSH	AWSH	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	17			37
Percentage of technical courses over all semesters based on WSH / ECTS	34%			30.83%
Total number of courses in English over all semesters	10.5			18
Proportion of courses in English over all semesters based on WSH / ECTS	21%			15%
Proportion of eLearning units over all semesters based on WSH / ECTS	16.7%			13.92%

2.4 Module descriptions

2.4.1 Modularization, Full-time

The course program is divided into 13 coordinated modules. The following abbreviations are used for the module descriptions. These are also included in the names of the individual courses.

Abbreviations		TMB	Teambuilding
WBW	Web basic knowledge	MTR	Management and Law
WAW	Web development knowledge	VT.CMP	Crossmedia Production
DMB	Digital Marketing Basics	VT.LAS	Social Network
DMA	Digital Marketing, advanced knowledge	ELE	Electives
DME	Digital Marketing Expertise	PXT	Practical Transfer
CMK	Content marketing	WAM	Academic Methods

The modules are assigned to the following subject areas:

- Expertise in digital marketing (DMB, DMA, DME)
- Economics incl. Management (TMB, CMK, MTR)
- Technologies of web-based systems (WBW, WAW)
- Subject-specific specializations (VT.x) and FH-wide elective subjects (ELE)
- Transfer of practical experience and Master thesis (PXT, WAM)

Module designations	**Fields of competence** (number of ECTS and *portion of total volume)
WBW Web Basic Knowledge MTR Management and Law CMK Content Marketing	Basic competence (in total 20 **ECTS** or 16.7%*)
WAW Web Advanced Knowledge DMB Digital Marketing Basics DMA Digital Marketing Advanced Knowledge DME Digital Marketing Expertise ELE Electives VT. CMP Crossmedia Production VT SMA Social Media	Core skill (in total 62 **ECTS** or 51.7%*)
PXT Practice Transfer WAM Academic Methods TMB Teambuilding	Complementary skills (in total 38 **ECTS** or 31.7%*)

This results in the following distribution of modules according to ECTS across the entire course of study:

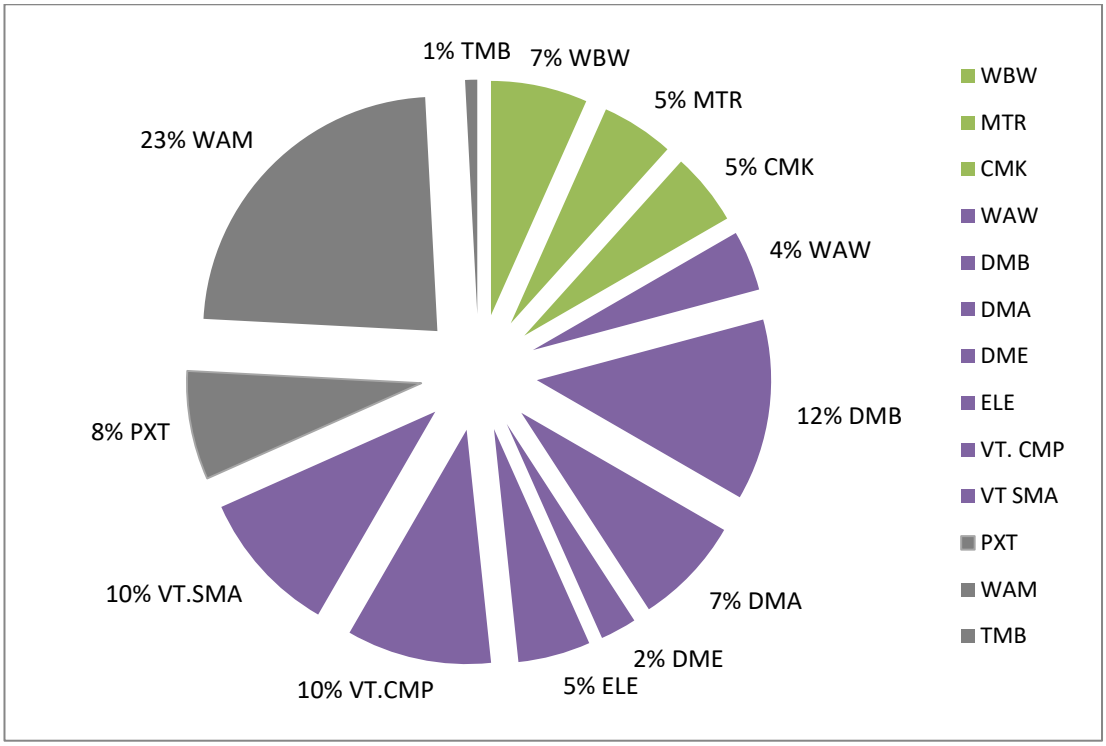

Figure 1: Relative proportion of modules according to ECTS credit points

The individual modules of the course of studies are presented below.

Module number:	**Teambuilding**	**Scope:**	
TMB		**1**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
Level	1st semester: 2. Master study cycle		
Previous knowledge	1st semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 - Gellert, M., and Nowak, C. (2010): Teamarbeit – Teamentwicklung – Teamberatung: Ein Praxisbuch für die Arbeit in und mit Teams. 4th edition, Limmer C		
Skills acquisition	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 The graduates have the ability to organize themselves, form teams and lead them appropriately. They can recognize connections and communicate and act in a solution-oriented manner.		
Course contents	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 Under the supervision of the teachers, students are introduced as a group to the new context of higher education at Master's level. Students thereby gain the ability to better understand interpersonal communication processes, to make expectations and conditions transparent and conscious in the new context and to work more efficiently.		
Teaching and learning methods	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 Integrated course, case studies, discussions, group work		
Evaluation Methods Criteria	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 Practical exercise; active participation		

Module number:	**Web basic knowledge**	**Scope:**	
WBW		**8**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
Level	1st semester: 2. Master study cycle		
Previous knowledge	1st semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 - Clement, R., Schreiber, D. (2010): Internet-Ökonomie: Grundlagen und Fallbeispiele der vernetzten Wirtschaft. Physica-Verlag - Peters, R. (2010): Internet-Ökonomie. Springer - Meier, A., Stormer, H. (2008): eBusiness & eCommerce: Management der digitalen Wertschöpfungskette. 2nd edition, Springer - Tamm, G. (2003): Konzepte in eCommerce Anwendungen. SPC TEIA Lehrbuch Verlag - Wirtz, B. (2011): Business Model Management: Design - Instrumente - Erfolgsfaktoren von Geschäftsmodellen. 2nd edition, Gabler Verlag		
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 - Hahn, M. (2017): Web design: Das Handbuch zur Webgestaltung, Rheinwerk Design - Wenz, C., Prevezanos, C. (2018) HTML5 und CSS3 - Start ohne Vorwissen - mit umfangeichen Download Material, 2nd edition, Markt+Technik Verlag - Jacobsen, J., Meyer, L. (2017): Praxisbuch Usability und UX: Was jeder wissen sollte, der Websites und Apps entwickelt - bewährte Methoden praxisnah erklärt, Rheinwerk Computing - Lewandowski, D. (2015): Suchmaschinen verstehen. Springer-Verlag		
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 - Hahn, M. (2017): Web design: Das Handbuch zur Webgestaltung, Rheinwerk Design - Wenz, C., Prevezanos, C. (2018) HTML5 und CSS3 - Start ohne Vorwissen - mit umfangeichen Download Material, 2nd edition, Markt+Technik Verlag - Jacobsen, J., Meyer, L. (2017): Praxisbuch Usability und UX: Was jeder wissen sollte, der Websites und Apps entwickelt - bewährte Methoden praxisnah erklärt, Rheinwerk Computing - Lewandowski, D. (2015): Suchmaschinen verstehen. Springer-Verlag		
Skills acquisition	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 The course allows students to assess and outline the fundamental determinants, market mechanisms and challenges of the Internet economy: students acquire a sound knowledge of the typical challenges of a "digital" company in the context of e-business or e-commerce; in particular, they become familiar with the information technology basics for the development of e-business applications and shop systems and the differences in the field of business models for e-commerce. They understand the success factors of online marketing, social shopping, m-commerce, B2B auctions and payment systems.		
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 Once they have participated, students will have gained knowledge of the essential applications on the Internet and their technological foundations. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects.		

	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 Once they have participated, students will have gained knowledge of the essential applications on the Internet and their technological foundations. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects.
Course contents	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 The course highlights fundamental aspects of the digital economy. Following an explanation of the specifics of digital goods, electronic markets and value creation in the Internet economy, the following topics are investigated in more detail: - Methodological foundations, application of networked thinking and acting - Impact on private individuals and companies (network impact, economy of searching and finding, aspects of trust) - Macroeconomic effects (market transparency, globalization of value creation, hyper-competition) - Business models in the digital economy (especially in the field of e-commerce/M-commerce) In the field of marketing, the focus is on new forms of cooperation and participation made possible by the digital economy (including social shopping; viral, mobile, online marketing), and on

Course contents	the adjustments that arise for entrepreneurial business models. Aspects of the change from stationary to mobile to ubiquitously available applications are also discussed. In the technical field, infrastructures for e-business (middleware, security aspects; technologies for product search and product representation in the digital environment), technologies, platforms and standards in the field of e-commerce (EDI etc.), as well as advantages and disadvantages compared to stationary trading are discussed.
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 The course deals with the basics of developing content for the Internet (introduction to HTML, CSS, image formats, multimedia content and selecting suitable tools) and basic design strategies. Special attention is paid to learning the general conditions, potentials and restrictions of web technologies. This is also done using exercises on HTML and CSS programming.
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 In the context of this basic course, a presentation of essential development stages of web technologies, central applications and functionalities as well as technical basics of the web is provided. In this context, the following central learning contents result: History and development stages of the Internet, basic Internet applications, how the Internet works, user and provider-side technical basics (tracking mechanisms, web servers, databases, etc.)
Teaching and learning methods	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 Exercise, case studies, discussion, group work
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 Lecture, case studies, discussion, group work
Evaluation Methods Criteria	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 Seminar thesis
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 Project work
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 Written exam

Module number:	**Digital Marketing Basics**	**Scope:**	
DMB		**15**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
	2nd semester		
Level	1st semester: 2. Master study cycle / 2nd semester: 2. Master study cycle		
Previous knowledge	1st semester: not specified / 2nd semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 - Heinemann, G. (2010): Der neue Online-Handel - Erfolgsfaktoren und Best Practices. 4th edition, Gabler - Krüger, J. (2018): ConversionBoosting mit Website Testing. 2nd edition, mitp - Moser, C. (2012): User Experience Design - Mit erlebniszentrierter Softwareentwicklung zu Produkten, die begeistern. Springer - Schüller, A. (2012): Touchpoints: Auf Tuchfühlung mit dem Kunden von heute - Managementstrategien für unsere neue Businesswelt. 6th edition, Gabal - Schmitt, B., Mangold, M. (2004): Kundenerlebnis als Wettbewerbsvorteil - Mit Customer Experience Management Marken und Märkte Gewinn bringend gestalten. Gabler- Verlag - Smith, S., Wheeler, J. (2002): Managing the Customer Experience - Turning Customers Into Advocates. Prentice Hall		
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 - Alpar, A., and Wojcik, D. (2012): Das große Online-Marketing Praxisbuch. Data Becker - Lammenett, E. (2017): Praxiswissen Online-Marketing - Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social Media, Facebook-Werbung. 6th edition, Springer Verlag		
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 - Fischer, M. (2011): Website Boosting 2.0 - Suchmaschinen-Optimierung, Usability, Online-Marketing. 2nd edition, 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.		
Skills acquisition	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 Students acquire knowledge of Customer Experience Management (CEM) processes and the associated challenge of turning prospects into satisfied customers, and these customers into brand ambassadors: They will understand the options offered by CEM, be able to assess the opportunities and risks of individual tools and strategies (see course content) and independently design CEM concepts. In addition, students will become familiar with basic aspects of designing and optimizing the usability of digital media, are able to carry out usability analyzes and master the handling (analysis/use) of comprehensive customer data as well as the basics of customer relationship management (CRM/eCRM).		
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 Students can analyze the media and options offered by digital dialog marketing, explain their advantages and disadvantages using examples and select the appropriate tools for the respective marketing objective.		
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 Students will be able to differentiate between the central tools of performance marketing and will be able to interpret performance marketing KPIs. They will have an understanding of the options offered by search engine marketing via paid and organic listings. In the SEA area, students can analyze design characteristics of advertising campaigns (e.g. via AdWords/AdSense and Facebook ads) as well as strategies for successful bid management. In the field of search engine optimization (SEO), they will become familiar with the common procedures for on- and off-page optimization as well as the most important ranking factors of leading search engines, and can evaluate their results.		

Course contents	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 The course provides an overview of customer experience management and the two constituent blocks of customer satisfaction and customer loyalty. These will be examined in the context of the increasingly complex customer journey and changing consumer behavior on the Web. In particular, strategies and potential applications of CRM for customer loyalty, the basics of webmining, approaches to analyzing large quantities of data (Big Data), options for addressing target groups via targeting as well as aspects of tracking user activities are discussed. Different approaches and testing methods for optimizing usability and therefore increasing positive customer experiences are presented. The focus lies on support options along the customer journey and the linking of the increasing number of customer contact points (touchpoints). The focus is on communication and marketing tools made possible by digital media and tools - for example, aspects of viral marketing/digital word of mouth via social media.
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 The course provides an overview of the media of digital dialog marketing, their options, general conditions and risks, discusses differences to classical dialog marketing as well as characteristics of digital dialog marketing

Course contents	of social, mobile and direct marketing. A further focus is on email marketing. In addition to theoretical input, the implementation in marketing practice will be analyzed by means of case studies. In exercises, the students gain practical experience in the use of digital dialog marketing. This course forms the basis for the "Social Media I and II" specialization.
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 The course teaches the basics of Performance Marketing: the focus is on an overview of the central approaches and their mechanisms of action, as well as on conveying the essential parameters and their correct interpretation. Emphasis is placed on search engine marketing with its subitems SEO and SEA. The students are guided to develop their own strategies for success. The analysis, strategic orientation, operational realization and implementation as well as the monitoring of corresponding activities form the focus of attention.
Teaching and learning methods	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 Integrated course, case studies, discussion, group work
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 Integrated course, case studies, discussion, group work
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 Seminar thesis
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 Seminar thesis
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 Seminar thesis

Module number:	**Web development knowledge**	**Scope:**	
WAW		**5**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
	2nd semester		
Level	1st semester: 2. Master study cycle / 2nd semester: 2. Master study cycle		
Previous knowledge	1st semester: Module WBW / 2nd semester: Module WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2nd edition. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2nd edition. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 - Von der Burg, K., and Schalling, D. (2015): Affiliate Marketing - Ein Leitfaden für Affiliates und Merchants. CreateSpace Independent Publishing Platform. - Kellermann, M. (2013): Affiliate Marketing Insights. CreateSpace Independent Publishing Platform. - Schust, J. (2017): Jetzt zum eigenen Einkommen im Internet: Grundlagen, Methoden und Expertentipps - Affiliate Marketing. Jan Schust. - Brown, B. (2009): The Complete Guide To Affiliate Marketing On The Web. Atlantic Publishing Group		
Skills acquisition	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Students will acquire knowledge of how to measure the success of digital marketing campaigns with web analysis tools. Based on this knowledge, they will be able to assess how successful a website or campaign is and what potential is available. They will become familiar with the use of web analysis tools (e.g. Piwik, Google Analytics) and can interpret the most important reports and key figures and derive suitable measures from them.		
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 Students will acquire knowledge of how to measure the success of digital marketing campaigns with web analysis tools. Based on this knowledge, they will be able to assess how successful a website or campaign is and what potential is available. They will become familiar with the use of web analysis tools (e.g. Piwik, Google Analytics) and can interpret the most important reports and key figures and derive suitable measures from them.		
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 After completing the course, students will be aware of the essential application scenarios and the participants of affiliate marketing. They will be able to set up cooperations independently, know the basic methods for success measurement, technical implementation and monitoring and are able to assess opportunities and risks (e.g. fraud issues) of affiliate marketing.		
Course contents	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Based on the theoretical introduction in the Web Analytics lecture, this course provides a practical application of web analytics tools. Students become familiar with web analytics systems and apply the measurement and analysis of essential KPIs.		

	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 The course imparts knowledge on measuring success using web analysis methods. For this purpose, different methods (log files, page tagging, cookies) for data collection and evaluation along with technical basics for web analysis and testing as well as targeting are presented. Furthermore, goals and tools for measuring success are discussed, as well as key figures and metrics/KPIs for determining success. These KPIs include number of visitors, length of stay, bounce rate and conversion rate; methods used include benchmarking and cohort formation.
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 The course provides knowledge of the principles and structures of affiliate marketing. The usable tracking methods and their limitations (both technical and legal) are discussed in the context of a presentation of the cooperating parties and the principles of operation. The various commission models and advertising formats in affiliate marketing and their application scenarios are discussed in detail. In addition, affiliate networks as intermediaries between the parties involved and practical examples of the system of marketers, sales partners and customers are analyzed. Finally, business models based on affiliate approaches (e.g. white or grey label partnerships) are examined.

Teaching and learning methods	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Exercise, case studies, discussion, group work
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 Integrated course, case studies, discussions, group work
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Project work
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 Written exam
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 Seminar thesis

Module number:	**Content marketing**	**Scope:**	
CMK		**6**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
	3rd semester		
Level	1st semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	1st semester: not specified / 3rd semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 - Franck, G. (1998): Ökonomie der Aufmerksamkeit. Dt. Taschenbuchverlag - Hilker, C. (2017): Content Marketing in der Praxis, Ein Leitfaden - Strategie, Konzepte und Praxisbeispiele für B2B- und B2C-Unternehmen. Springer Gabler - Pulizzi, J. (2013): Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. - Sheridan, M. (2017): They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer, Wiley.		
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 - Clausen, A. (2009): Grundwissen Unternehmensethik - ein Arbeitsbuch. UTB - Hiß, S. (2006): Warum übernehmen Unternehmen gesellschaftliche Verantwortung? Ein soziologischer Erklärungs-versuch. Campus - Pieper, A. (2017): Einführung in die Ethik. 7th edition, Beck'sche Reihe		
Skills acquisition	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 The students can design the content of websites with a focus on branding and customer loyalty. This includes, on the one hand, optimizing the communication of the respective company, building and maintaining a brand, directing customers to a website and keeping them there in the long term. Students understand how to create an optimal balance between search engine requirements and comprehensible, useful content for the user. They will have understanding, analysis and transfer skills in the field of content marketing. They can critically reflect and stylishly apply the effects and impact of aesthetics on content in marketing.		
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 The students have orientation knowledge as regards the national and international self-image of marketing ethics as well as transfer and action skills in applying sustainable marketing management.		
Course contents	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 The course is dedicated to creating content with the goal of strategically utilizing target group-specific content in marketing. As a basis for this, we analyze the functionalization and application of aesthetics in the field of marketing and critically reflect on this before the necessary diversification process for marketing strategies ("brand identity" keyword) in the course of the "economy of attention" as well as the particularities of "prosumentation" (according to Töffler's term "prosumer") in the digital age.		
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 After a short introduction to the historical ascendance and current understanding of ethics in Western and non-Western society as well as an overview of the institutions involved, the seminar deals with current trends and tendencies. Sustainable marketing management includes corporate social responsibility (CSR), corporate cultural responsibility and areas of ecology (e.g. green events) as well as the examination of consumer ethics. Before the globalization of markets and demographic shifts in worldwide societies, trans- and multicultural contexts are of great importance for sustainable and ethically-oriented marketing. A particular focus of the seminar is on international modelling of ethics in marketing and role models for the responsible company of the present and the future. The effects of technological change on the relationship between university and family are also discussed.		

Teaching and learning methods	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 Integrated LV, case studies, discussion, group work
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 Seminar, case studies, discussion, group work
Evaluation Methods Criteria	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 Final presentation
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 Seminar thesis

Module number:	**Digital Marketing, advanced knowledge**	**Scope:**	
DMA		**9**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
	3rd semester		
Level	1st semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	1st semester: Knowledge Basics of classical marketing and monitoring; DMB module / 3rd semester: Basics of classical marketing and monitoring; DMB module		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 - Fill, C. (2016): Marketing Communications. Interactivity, Communities and Content. 7th edition, Prentice Hall – Pearson Education - Gay, R., Charlesworth, A., & Esen, R. (2007): Onlinemarketing. A Customer-led Approach. Oxford press - Kreutzer, R. (2016): Online-Marketing, Wiesbaden: Springer Verlag. - Chaffey, D. and Ellis-Chadwick, F. (2015). Digital Marketing: Strategy, Implementation and Practice, 6th Edition, London: Pearson Education Limited.		
	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 - Hildebrandt, T. (2016). Web-Business – Controlling und Optimierung: Wie das Web erfolgreich in Unternehmen genutzt wird. Deutscher Betriebswirte-Verlag - Haberich, R. (2012). Future Digital Business: Wie Business Intelligence und Web Analytics Online-Marketing und Converison verändern. mitp. - Ziehe, N. (2013). Marketing-Controlling. Johanna Verlag. - Brody, P., and Pureswaran, V. (2015). The next digital gold rush: how the internet of things will create liquid, transparent markets. Strategy and Leadership, 43(1), 36-41. - Hienerth, C. (2010). Kennzahlenmodell zur Erfolgsbewertung des E-Commerce : Analyse am Beispiel eines Mehrkanaleinzelhändlers, Gabler		
Skills acquisition	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Students will have knowledge of all the content necessary to create a marketing creative strategy (focus on marketing communication), which includes both classic and new media. They are also able to criticize the marketing strategies provided, make suggestions for changes, as well as develop marketing strategies independently and take over media planning.		
	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 In the "Budgeting & Monitoring" course, students acquire comprehensive knowledge of the Budgeting & Monitoring process of digital marketing measures. In order to advance and apply the learning content, students will apply the corresponding process using a (Google AdWords) case study. The underlying basic understanding of the Budgeting & Monitoring process (conception, structure, determination of key figures, data interpretation, response options and the optimization processes) is generally applicable for digital marketing tools.		
Course contents	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Within the framework of the basic course at Master's level, students will be instructed to independently review the prerequisite marketing basics, followed by an introduction to the challenges of marketing communication in digital media. Central course content includes the following fields - Situation analysis - Target definition - Target group analysis - Targeting - Briefing for agencies - Message development - Media selection (classic/digital; BTL/ATL) - Media planning		

	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 During the course, different areas of monitoring (basic knowledge in accounting and monitoring is assumed) will be dealt with, with special attention being paid to relevant topics of digital marketing. After completion of the course, students will be able to: - determine the objectives of digital marketing measures, - collect, analyze and interpret the market potential of digital marketing measures, - determine and manage a marketing budget for digital marketing measures, - measure and interpret the success of a digital marketing campaign, - derive recommendations for action and - prepare a final report.
Teaching and learning methods	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Integrated course, case studies, discussion, group work Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work

Teaching and learning methods	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Project work
	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 Project work

Module number:	**Management & Law**	**Scope:**	
MTR		**6**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	2nd semester		
Level	2nd semester: 2. Master study cycle		
Previous knowledge	Business Administration Basics		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 2nd semester / ECTS: 4 - Bolman, D. (2017): Reframing Organizations - Artistry, Choice and Leadership. 6th Edition, John Wiley & Sons - Mintzberg, H., Ahlstrand, B., & Lampel, J. (2008): Strategy Safari - The Complete Guide Through the Wilds of Strategic Management. Prentice Hall - Porter, M. (2003): The Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press - Steinmann, H., Schreyögg, G., & Koch, J. (2013): Management, Grundlagen der Unternehmensführung, Konzepte - Funktionen - Fallstudien. Gabler		
	Selected areas of law /VO / Course no.: MTR.2 / 2nd semester / ECTS: 2 - Knyrim, R. (2015): Datenschutzrecht. Österreichisches Recht: Praxisbuch für richtiges Registrieren, Verarbeiten, Übermitteln, Zustimmen, Outsourcen, Werben uvm. 3rd edition, Manz-Verlag - Supplementary: Aktuelle Gesetzestexte, OGH-Entscheide und Fallbeispiele) - Datenschutz-Grundverordnung: Das neue Datenschutzrecht in Österreich und der EU (Praxishandbuch) Gebundenes Buch (4. August 2016)		
Skills acquisition	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 2nd semester / ECTS: 4 Students will gain knowledge of classical organizational theories, know the basic statements of behavioral, systems theoretical and situational approaches. Building on this, students have the ability to independently use the main analysis and planning tools to obtain an overview of the company's situation and its goals. Furthermore, they will be able to define, coordinate and control corporate goals on the basis of quantitative data.		
	Selected areas of law /VO / Course no.: MTR.2 / 2nd semester / ECTS: 2 The students will have elementary knowledge of the legal basics in connection with marketing activities on the web and its technologies.		
Course contents	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 2nd semester / ECTS: 4 The English-language course first introduces classical organizational theories. Symbolic theories and overview concepts (reframing, organizational metaphors, reframing organizations), as well as different approaches will then be discussed. For the latter, the focus lies on the following: - Behavioral Theory Approaches - Systems Theory Approaches - Situational Approaches Strategic fields of organization, marketing, competition, creativity and innovation are dealt with in detail in the Strategic Management Department and complementary to the topics of organizational theory, along with the schools of strategic management according to Mintzberg (Design, Positioning, Entrepreneur, Planning, Cultural, Learning, Environmental, Cognitive, Power and Configuration School). Finally, the tools of strategic management (Five-Forces, BCG-Matrix, SWOT, Stakeholder-Matrix, etc.) are presented in detail.		
	Selected areas of law /VO / Course no.: MTR.2 / 2nd semester / ECTS: 2 The content covers the following fields of law in the context of the Web: Private and public law, competition law, criminal law. Special attention is paid to procedures for securing identity and authenticity, electronic signatures, data protection, and e-commerce (international sales law, jurisdiction and enforcement issues). The legal bases of antitrust law, patent rights and advertising on the Internet are also discussed in an international comparison.		

Teaching and learning methods	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 2nd semester / ECTS: 4 Integrated course, case studies, discussion, group work
	Selected areas of law /VO / Course no.: MTR.2 / 2nd semester / ECTS: 2 Lecture, case studies, discussion, group work
Evaluation Methods Criteria	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 2nd semester / ECTS: 4 Project work
	Selected areas of law /VO / Course no.: MTR.2 / 2nd semester / ECTS: 2 Written exam

Module number:	**Crossmedia Production**	**Scope:**	
VT.CMP		**12**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	2nd semester		
	3rd semester		
Level	2nd semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	2nd semester: Module WBW / 3rd semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 - Fries, C. (2016): Grundlagen der Mediengestaltung. 5th edition, Hanser - Krömker, H. (2005): Handbuch Medienproduktion: Produktion von Film, Fernsehen, Hörfunk, Print, Internet, Mobilfunk und Musik. VS - Mahrdt, N. (2017): Crossmedia. 6th edition, Gabler - Shelly, G., & Campbell, J. (2017): Web Design. 6th edition, Shelly Cashman		
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 - Kamp, W. (2017): AV-Mediengestaltung. 6th edition, Europa Lehrbuch - Müller-Kaltjoff, B. (2002): Crossmedia Management. Springer - Schmidt, U. (2010): Digitale Film- und Videotechnik. Hanser - Zettl, H. (2013): Video Basics 7. Wadsworth		
Skills acquisition	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 Students have detailed knowledge of convergence, crossmedia value chain and content development and content management. They will master the basic techniques of web and screen design and can apply the principles of usability in the independent creation of websites with multimedia content.		
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 Students are familiar with the design of time-based media, their technical background and professional production. Building on the first part of the module, they can independently produce and combine crossmedia content tailored to the target group and integrate it into web-based media presences.		
Course contents	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 An introduction to crossmedia content production will be provided at the beginning of the course (including content development, format development, crossmedia, convergence and crossmedia value chain). Subsequently, based on the Fundamentals of the Web course (first semester), the conceptualization and implementation of websites in theory and practice will be taught, with the following topics being dealt with in more detail: - Web and screen design - Usability - Design of interactive media - Advanced website programming with focus on HTML5 (or following standards),WYSIWYG-Editor of Adobe CS (current version), integration of different media formats, Netcasting and Blogging-Software, further topics: CMS, Javascript and Ajax		
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 The second part of the module focuses on the conceptualization and production of audiovisual media. Central topics of the course are: - Characteristics and fields of application of audiovisual media - Design of time-based media - Narration and narration techniques - Editorial work - Sound and image design The following topics are dealt with in exercises: - Video technology (standards such as HD, SD, equipment) - Video production (pre, post and production) - Audio technology (microphoning, standards, equipment) - Audio production (recording, editing, editing, export) In the context of a project work, students synthesize knowledge and skills of both parts of the module.		

Teaching and learning methods	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 Integrated course, case studies, discussion, group work
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 Seminar, case studies, discussion, group work
Evaluation Methods Criteria	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 Project work Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 Project work

Module number:	**Social Network**	**Scope:**	
VT.LAS		**12**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	2nd semester		
	3rd semester		
Level	2nd semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	2nd semester: Module WBW / 3rd semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 - Grabs, A. Bannour, K., & Vogel, E. (2018): Follow me! Erfolgreiches Social Media Marketing mit Facebook, Twitter und Co., 5th edition, Rheinwerk Verlag. - Sterne, J. (2011): Social Media Monitoring - Analyse und Optimierung Ihres Social Media Marketings auf Facebook, Twitter, YouTube und Co. Mitp		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 - Easley, D., and Kleinberg, J. (2010): Networks, Crowds, and Markets - Reasoning about a Highly Connected World. Cambridge University Press - Russel, M. (2011): Mining the Social Web - Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites. O'Reilly		
Skills acquisition	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 After the course, students will be able to explain the basic tools and methods for using social media in private and professional scenarios. They know the importance of the essential tools and the relevance of the information that can be accessed via social media monitoring.		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 The students are able to apply models, methods and approaches of social media marketing to specific application scenarios in the field of social media. Students understand the options offered by analysis and evaluation of data from social and other networks and are able to initialize, perform and interpret analyses using current software tools.		
Course contents	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 The history of the development and characteristics of networks and social media in private and professional everyday life are illustrated - from discussion forums and virtual organizational forms to crowdsourcing and user-generated content. In addition to corporate networks and the virtualization of value creation, blogs, microblogs (Twitter) and social networks form further focal points. These are systematically presented and examined for their usability in companies and for communication between organizations and consumers. In this context, aspects of mobile social marketing and social commerce will also be developed.		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 Building on the "Social Media I" course, the focus of this event lies on specializing in the applicability of social media tools and channels. Basic theoretical approaches, methods for collecting network data and various analysis procedures are taught. Data from the first event will be used and evaluated using software tools. Based on these activities, the basic analysis options of social networks and possible conclusions will be discussed. The central question is how interactions in social networks such as Linkedin, Facebook, Instagram can be evaluated, visualized and used and what conclusions can be drawn from this. At the same time, based on corresponding analyses, central elements for the development of social media and other strategies for applications in companies and on the markets are introduced.		

Teaching and learning methods	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 Integrated course, case studies, discussion, group work
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 Seminar, case studies, discussion, group work
Evaluation Methods Criteria	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 Project work
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 Project work

Module number:	**Academic Methods**	**Scope:**	
WAM		**6**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	2nd semester		
	4th semester		
Level	2nd semester: 2. Master study cycle / 4th semester: 2. Master study cycle		
Previous knowledge	2nd semester: Basic principles and techniques of academic methods (Bachelor level) / 4th semester: Basic principles and techniques of academic methods (Bachelor level)		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 - Ebster, C., and Stalzer, L. (2017): Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschafter. 5th edition, WUV - Franck, N. (2017): Handbuch Wissenschaftliches Arbeiten. 3rd edition, UTB Verlag		
	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 - Atteslander, P. (2010): Methoden der empirischen Sozialforschung. 13th edition, ESV - Eco, U. (2019): Wie man eine wissenschaftliche Abschlussarbeit schreibt. 13th edition, C.F. Müller		
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 - Atteslander, P. (2010): Methoden der empirischen Sozialforschung. 13th edition, ESV - Eco, U. (2019): Wie man eine wissenschaftliche Abschlussarbeit schreibt. 13th edition, C.F. Müller		
Skills acquisition	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Students will know the methods of empirical social research, its strengths, weaknesses and areas of application. They will have the skills to analyze and evaluate data correctly. In addition, they can independently set up complex research projects and apply them methodically in the right way.		
	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Students are able to correctly carry out the complex scientific research projects they have designed.		
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Students are able to correctly carry out the complex scientific research projects they have designed.		
Course contents	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Students acquire in-depth knowledge in the field of academic methods and are qualified to work on complex scientific questions, create and review research designs. This implies both structure and content as well as style and language at a high level. The practical development of the above-mentioned knowledge prepares the students both formally and methodically for preparing their Master thesis - including the discussion and critical questioning of the scientific methodology of a Master thesis. In order to support the students in their search for relevant and high quality questions, possible topics and hypotheses are discussed and debated.		

	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 The topic of the Master thesis must be chosen from the subject area of the degree program (Digital Marketing). The research question is prepared based on a scientific paper - this is done independently and without external help (with the sources and aids indicated). This way of working ensures that the students are able to work on an issue in a scientific and application-oriented manner. An extended abstract (English or German) is submitted together with the Master thesis. During the colloquium for the Master thesis, students are supervised and supported in the preparation of their Master thesis. The search for topics, structure and time planning should be developed independently by the students - this is carried out above all through critical examination of possible questions and hypotheses. The supervisor guides the students throughout this process; scientific methodology and the formal design are discussed within the framework of individual coaching, as are questions of time management.
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 The topic of the Master thesis must be chosen from the subject area of the degree program (Digital Marketing). The research question is prepared based on a scientific paper - this is done independently and without external help (with the sources and aids indicated). This way of working ensures that the students are able to work on an issue in a scientific and application-oriented manner. During the colloquium for the Master thesis, students are supervised and supported in the preparation of their Master thesis. The search for topics, structure and time planning should be developed independently by the students - this is carried out above all through critical examination of possible questions and hypotheses. The supervisor guides the students throughout this process; scientific methodology and the formal design are discussed within the framework of individual coaching, as are questions of time management.

Teaching and learning methods	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Seminar, case studies, group work, discussions
	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Seminar, case studies, discussion, group work
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Integrated course, case studies, discussion, group work

Course contents	and supervised. The search for topics, structure and time planning should be developed independently by the students - this is carried out above all through critical examination of possible questions and hypotheses. The supervisor guides the students throughout this process; scientific methodology and the formal design are discussed within the framework of individual coaching, as are questions of time management.
Teaching and learning methods	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Seminar, case studies, group work, discussions
	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Seminar, case studies, discussion, group work
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Seminar thesis
	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Presentation
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Academic Methods (Master thesis)

Module number:	**Practical Transfer**	**Scope:**	
PXT		**6**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	3rd semester		
Level	3rd semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	3rd semester: DMB, WBW, TMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 - Friedrichsmeier, H. (2011): Fallstudien: Entwicklung und Einsatz von Fallstudien. 2nd edition, Linde - Tiemeyer, E. (2004): Projekte im Griff. Bertelsmann		
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 - Thomas, A. (publisher) (2003): Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 1: Grundlagen und Praxisfelder. Vandenhoeck&Ruprecht - Thomas, A. (publisher) (2003): Handbuch Interkulturelle Kommunikation und kooperation. Bd. 2: Grundlagen und Praxisfelder. Vandenhoeck and Ruprecht • Jones, E. (2006). CulturesMerging. Princeton, Princeton University Press		
Skills acquisition	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Students synthesize specialist knowledge and theoretical knowledge from project management and team building to enable them to independently set up, organize, implement and evaluate complex projects.		
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Students will have an understanding of the major cultural trends, the relevant discourse and the economic organization in the country concerned and can reflect on cultural differences.		
Course contents	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Through independent implementation, the students acquire skills in implementing the acquired knowledge. The entire implementation of a complex project is carried out independently by the students - this includes the conception, budgeting and implementation as well as the evaluation and interpretation of the results. In order to also build on the students' social skills, the projects are carried out in student teams under independent management and team building. Particularly important are skills such as the analysis of recipient behavior, economically responsible decision-making, risk management, intercultural competence, organizational and social skills, budgeting skills, sponsoring and project management. The abovementioned learning and teaching objectives are ensured by an actual implementation of the solution approach.		
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 The study trip gives students the opportunity to acquire intercultural competence. Under the guidance of the lecturer, the students find out about potential study destinations, research relevant data and facts about the destination country and independently organize the program: The week in an international environment includes visits to companies, lectures at partner universities as well as lectures and events. The aim is to ensure that students acquire an understanding of the cultural mainstream of the country in question. Discussions with specialists and executives, visits to foreign trade centers, business and social associations round off the international and personality-building experiences of the study trip.		

Teaching and learning methods	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Case studies, discussion, group work
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Project work (including project documentation and final report)
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Course with immanent examinations
Literature recommendation	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 - Friedrichsmeier, H. (2011): Fallstudien: Entwicklung und Einsatz von Fallstudien. 2nd edition, Linde - Tiemeyer, E. (2004): Projekte im Griff. Bertelsmann
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 - Thomas, A. (publisher) (2003): Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 1: Grundlagen und Praxisfelder. Vandenhoeck&Ruprecht - Thomas, A. (publisher) (2003): Handbuch Interkulturelle Kommunikation und kooperation. Bd. 2: Grundlagen und Praxisfelder. Vandenhoeck and Ruprecht • Jones, E. (2006). CulturesMerging. Princeton, Princeton University Press

Skills acquisition	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Students synthesize specialist knowledge and theoretical knowledge from project management and team building to enable them to independently set up, organize, implement and evaluate complex projects.
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Students will have an understanding of the major cultural trends, the relevant discourse and the economic organization in the country concerned and can reflect on cultural differences.
Course contents	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Through independent implementation, the students acquire skills in implementing the acquired knowledge. The entire implementation of a complex project is carried out independently by the students - this includes the conception, budgeting and implementation as well as the evaluation and interpretation of the results. In order to also build on the students' social skills, the projects are carried out in student teams under independent management and team building. Particularly important are skills such as the analysis of recipient behavior, economically responsible decision-making, risk management, intercultural competence, organizational and social skills, budgeting skills, sponsoring and project management. The abovementioned learning and teaching objectives are ensured by an actual implementation of the solution approach.
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 The study trip gives students the opportunity to acquire intercultural competence. Under the guidance of the lecturer, the students find out about potential study destinations, research relevant data and facts about the destination country and independently organize the program: The week in an international environment includes visits to companies, lectures at partner universities as well as lectures and events. The aim is to ensure that students acquire an understanding of the cultural mainstream of the country in question. Discussions with specialists and executives, visits to foreign trade centers, business and social associations round off the international and personality-building experiences of the study trip.
Teaching and learning methods	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Case studies, discussion, group work
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Practical Project /PT / Course no.: PXT.2 / 3rd semester / ECTS: 6 Project work (including project documentation and final report)
	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Course with immanent examinations

Module number:	**Electives**	**Scope:**	
ELE		**6**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	3rd semester		
	4th semester		
Level	3rd semester: 2. Study cycle, Master / 4th semester: 2. Master study cycle		
Previous knowledge	3rd semester: not specified / 4th semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 - 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. and Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. and Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., and Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [among others]: Peter Lang.		
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 - 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. and Piercy, N. (2016): Principles of Marketing. 7th European Edition. UK: Pearson Education Limited. - Smit, B. and Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., and Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [among others]: Peter Lang.		
Skills acquisition	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 The students will be able to - bring previously acquired knowledge into the discussions - question, classify and compare new findings. - Appropriately evaluate the activities of experts from business and science - Establish and/or expand contact with the experts and understand both the Austrian and the international market They will strengthen - Discussion and argumentation skills - Creativity - Abilities in task- and time-driven work on projects - Presentation skills		
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 The students will be able to - bring previously acquired knowledge into the discussions - question, classify and compare new findings. - Appropriately evaluate the activities of experts from business and science - Establish and/or expand contact with the experts and understand both the Austrian and the international market They will strengthen - Discussion and argumentation skills - Creativity - Abilities in task- and time-driven work on projects - Presentation skills		

Course contents	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 Course contents including the following focal points: - The future of sport, culture and events in terms of significance - Application of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in theory and practice - Economic, political and social effects - Industry and R and D activities - Digital developments - Emergence and evaluation of trends, fashions, booms
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 Course contents including the following focal points: - The future of sport, culture and events in terms of significance - Application of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in theory and practice - Economic, political and social effects - Industry and R and D activities - Digital developments - Emergence and evaluation of trends, fashions, booms
Teaching and learning methods	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 Integrated course
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 Integrated course
Evaluation Methods Criteria	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 Final presentation, final report, exam
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 Final presentation, final report, exam

Module number:	**Digital Marketing Expertise**	**Scope:**	
DME		**3**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	4th semester		
Level	4th semester: 2. Master study cycle		
Previous knowledge	4th semester: Basics of classical marketing; DMB, DMA		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 - Blakeman, R. (2018): Integrated Marketing Communication. 3rd edition, Rowman and Littlefield - Fill, C. (2016): Marketing Communications. Interactivity, Communities and Content. 7th edition, Prentice Hall - Pearson Education - Kotler, P., Armstrong, G., Harris, L.C., and Piercy, L. (2016). Grundlagen des Marketing, 6th, updated edition, Essex: Pearson Studium - Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Der Leitfaden für das Marketing der Zukunft. Campus Verlag. - Kreutzer, R.T. & Land, K.H. (2017): Digitale Markenführung: Digital Branding im Zeitalter des digitalen Darwinismus. Springer Gabler.		
Skills acquisition	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 The graduates will have extensive knowledge and are able to apply this knowledge due to the integrative character of the course. They will be able to evaluate integrated marketing plans and independently create a detailed omnichannel marketing plan including briefing for internal and external stakeholders (corporate communications, strategy, knowledge management, human resources, CRM, sales, IT, product development).		
Course contents	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 Building on the knowledge acquired in the previous three semesters, the use of digital channels for market research/analytics, development, implementation and adaptation of corporate strategies along with the effect of intra-organizational measures will be understood and applied using case studies currently selected by the lecturer. In corresponding project work, the students will develop an omnichannel marketing communications strategy, incorporating all contents of the digital marketing modules.		
Teaching and learning methods	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work		
Evaluation Methods Criteria	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 Project work		

2.4.2 Part-time Modularization

Module number:	**Teambuilding**	**Scope:**	
TMB		**1**	**ECTS**
Degree program	University of Applied Sciences Master's Degree - Digital Marketing Full-time		
Position in the curriculum	1st semester		
Level	1st semester: 2. Master study cycle		
Previous knowledge	1st semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 - Gellert, M., and Nowak, C. (2010): Teamarbeit – Teamentwicklung – Teamberatung: Ein Praxisbuch für die Arbeit in und mit Teams. 4th edition, Limmer C		
Skills acquisition	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 The graduates have the ability to organize themselves, form teams and lead them appropriately. They can recognize connections and communicate and act in a solution-oriented manner.		
Course contents	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 Under the supervision of the teachers, students are introduced as a group to the new context of higher education at Master's level. Students thereby gain the ability to better understand interpersonal communication processes, to make expectations and conditions transparent and conscious in the new context and to work more efficiently.		
Teaching and learning methods	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 Integrated course, case studies, discussions, group work		
Evaluation Methods Criteria	Teambuilding /ILV / Course no.: TMB.1 / 1st semester / ECTS: 1 Practical exercise; active participation		

Module number:	Web basic knowledge	Scope:	
WBW		8	ECTS
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	1st semester		
Level	1st semester: 2. Master study cycle		
Previous knowledge	1st semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 - Clement, R., Schreiber, D. (2010): Internet-Ökonomie: Grundlagen und Fallbeispiele der vernetzten Wirtschaft. Physica-Verlag - Peters, R. (2010): Internet-Ökonomie. Springer - Meier, A., Stormer, H. (2008): eBusiness & eCommerce: Management der digitalen Wertschöpfungskette. 2nd edition, Springer - Tamm, G. (2003): Konzepte in eCommerce Anwendungen. SPC TEIA Lehrbuch Verlag - Wirtz, B. (2011): Business Model Management: Design - Instrumente - Erfolgsfaktoren von Geschäftsmodellen. 2nd edition, Gabler Verlag		
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 - Hahn, M. (2017): Web design: Das Handbuch zur Webgestaltung, Rheinwerk Design - Wenz, C., Prevezanos, C. (2018) HTML5 und CSS3 - Start ohne Vorwissen - mit umfangeichen Download Material, 2nd edition, Markt+Technik Verlag - Jacobsen, J., Meyer, L. (2017): Praxisbuch Usability und UX: Was jeder wissen sollte, der Websites und Apps entwickelt - bewährte Methoden praxisnah erklärt, Rheinwerk Computing - Lewandowski, D. (2015): Suchmaschinen verstehen. Springer-Verlag		
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 - Hahn, M. (2017): Web design: Das Handbuch zur Webgestaltung, Rheinwerk Design - Wenz, C., Prevezanos, C. (2018) HTML5 und CSS3 - Start ohne Vorwissen - mit umfangeichen Download Material, 2nd edition, Markt+Technik Verlag - Jacobsen, J., Meyer, L. (2017): Praxisbuch Usability und UX: Was jeder wissen sollte, der Websites und Apps entwickelt - bewährte Methoden praxisnah erklärt, Rheinwerk Computing - Lewandowski, D. (2015): Suchmaschinen verstehen. Springer-Verlag		
Skills acquisition	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 The course allows students to assess and outline the fundamental determinants, market mechanisms and challenges of the Internet economy: students acquire a sound knowledge of the typical challenges of a "digital" company in the context of e-business or e-commerce; in particular, they become familiar with the information technology basics for the development of e-business applications and shop systems and the differences in the field of business models for e-commerce. They understand the success factors of online marketing, social shopping, m-commerce, B2B auctions and payment systems.		
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 Once they have participated, students will have gained knowledge of the essential applications on the Internet and their technological foundations. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects.		
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 Once they have participated, students will have gained knowledge of the essential applications on the Internet and their technological foundations. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects. They will acquire basic knowledge for independently developing web applications and will be able to independently create contents/applications for the Internet, to specify the appropriate tools and to estimate the effort required for creating comprehensive contents/projects.		

Course contents	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 The course highlights fundamental aspects of the digital economy. Following an explanation of the specifics of digital goods, electronic markets and value creation in the Internet economy, the following topics are investigated in more detail: - Methodological foundations, application of networked thinking and acting - Impact on private individuals and companies (network impact, economy of searching and finding, aspects of trust) - Macroeconomic effects (market transparency, globalization of value creation, hyper-competition) - Business models in the digital economy (especially in the field of e-commerce/M-commerce) In the field of marketing, the focus is on new forms of cooperation and participation made possible by the digital economy (including social shopping; viral, mobile, online marketing), and on the adjustments that arise for entrepreneurial business models. Aspects of the change from stationary to mobile to ubiquitously available applications are also discussed. In the technical field, infrastructures for e-business (middleware, security aspects; technologies for product search and product representation in the digital environment), technologies, platforms and standards in the field of e-commerce (EDI etc.), as well as advantages and disadvantages compared to stationary trading are discussed.
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 The course deals with the basics of developing content for the Internet (introduction to HTML, CSS, image formats, multimedia content and selecting suitable tools) and basic design strategies. Special attention is paid to learning the general conditions, potentials and restrictions of web technologies. This is also done using exercises on HTML and CSS programming.
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 In the context of this basic course, a presentation of essential development stages of web technologies, central applications and functionalities as well as technical basics of the web is provided. In this context, the following central learning contents result: History and development stages of the Internet, basic Internet applications, how the Internet works, user and provider-side technical basics (tracking mechanisms, web servers, databases, etc.)
Teaching and learning methods	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 Exercise, case studies, discussion, group work
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 Lecture, case studies, discussion, group work
Evaluation Methods Criteria	Basics of the digital economy /ILV / Course no.: WBW.1 / 1st semester / ECTS: 2 Seminar thesis
	Basics of the Web (UE) /UE / Course no.: WBW.2U / 1st semester / ECTS: 5 Project work
	Basics of the Web (VO) /VO / Course no.: WBW.2V / 1st semester / ECTS: 1 Written exam

Module number:	**Digital Marketing Basics**	**Scope:**	
DMB		**15**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	1st semester		
	2nd semester		
Level	1st semester: 2. Master study cycle / 2nd semester: 2. Master study cycle		
Previous knowledge	1st semester: not specified Marketing / 2nd semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 - Heinemann, G. (2010): Der neue Online-Handel - Erfolgsfaktoren und Best Practices. 4th edition, Gabler - Krüger, J. (2018): ConversionBoosting mit Website Testing. 2nd edition, mitp - Moser, C. (2012): User Experience Design - Mit erlebniszentrierter Softwareentwick- lung zu Produkten, die begeistern. Springer - Schüller, A. (2012): Touchpoints: Auf Tuchfühlung mit dem Kunden von heute - Mana- gementstrategien für un- sere neue Businesswelt. 6th edition, Gabal - Schmitt, B., Mangold, M. (2004): Kundenerlebnis als Wettbewerbsvor- teil - Mit Customer Experience Management Marken und Märkte Gewinn bringend gestalten. Gabler- Verlag -Smith, S., Wheeler, J. (2002): Managing the Customer Experience - Turning Customers Into Advocates. Prentice Hall		
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 - Alpar, A., and Wojcik, D. (2012): Das große Online-Marketing Praxisbuch. Data Becker - Lammenett, E. (2017): Praxiswissen Online-Marketing - Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social Media, Facebook-Werbung. 6th edition, Springer Verlag		
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 - Fischer, M. (2011): Website Boosting 2.0 - Suchmaschinen-Optimierung, Usability, Online-Marketing. 2nd edition, mitp - Kamps, I., Schetter, D. (2017): Performance Marketing: Der Wegweiser zu einem mess- und steuerbaren Marke- ting – 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.		
Skills acquisition	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 Students acquire knowledge of Customer Experience Management (CEM) processes and the associated challenge of turning prospects into satisfied customers, and these customers into brand ambassadors: They will understand the options offered by CEM, be able to assess the opportunities and risks of individual tools and strategies (see course content) and independently design CEM concepts. In addition, students will become familiar with basic aspects of designing and optimizing the usability of digital media, are able to carry out usability analyzes and master the handling (analysis/use) of comprehensive customer data as well as the basics of customer relationship management (CRM/eCRM).		
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 Students can analyze the media and options offered by digital dialog marketing, explain their advantages and disad- vantages using examples and select the appropriate tools for the respective marketing objective.		
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 Students will be able to differentiate between the central tools of performance marketing and will be able to interpret performance marketing KPIs. They will have an understanding of the options offered by search engine marketing via paid and organic listings. In the SEA area, students can analyze design characteristics of advertising campaigns (e.g. via AdWords/AdSense and Facebook ads) as well as strategies for successful bid management. In the field of search engine optimization (SEO), they will become familiar with the common procedures for on- and off-page optimization as well as the most important ranking factors of leading search engines, and can evaluate their results.		

Course contents	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 The course provides an overview of customer experience management and the two constituent blocks of customer satisfaction and customer loyalty. These will be examined in the context of the increasingly complex customer journey and changing consumer behavior on the Web. In particular, strategies and potential applications of CRM for customer loyalty, the basics of webmining, approaches to analyzing large quantities of data (Big Data), options for addressing target groups via targeting as well as aspects of tracking user activities are discussed. Different approaches and testing procedures for optimizing usability and therefore increasing positive customer experiences are presented. The focus lies on support options along the customer journey and the linking of the increasing number of customer contact points (touchpoints). The focus is on communication and marketing tools made possible by digital media and tools - for example, aspects of viral marketing/digital word of mouth via social media.
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 The course provides an overview of the media of digital dialog marketing, their options, general conditions and risks, discusses differences to classical dialog marketing as well as characteristics of digital dialog marketing

Course contents	of social, mobile and direct marketing. A further focus is on email marketing. In addition to theoretical input, the implementation in marketing practice will be analyzed by means of case studies. In exercises, the students gain practical experience in the use of digital dialog marketing. This course forms the basis for the "Social Media I and II" specialization.
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 The course teaches the basics of Performance Marketing: the focus is on an overview of the central approaches and their mechanisms of action, as well as on conveying the essential parameters and their correct interpretation. Emphasis is placed on search engine marketing with its subitems SEO and SEA. The students are guided to develop their own strategies for success. The analysis, strategic orientation, operational realization and implementation as well as the monitoring of corresponding activities form the focus of attention.
Teaching and learning methods	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 Integrated course, case studies, discussion, group work
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 Integrated course, case studies, discussion, group work
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Customer Experience Management /ILV / Course no.: DMB.1 / 1st semester / ECTS: 5 Seminar thesis
	Digital Dialog Marketing /ILV / Course no.: DMB.2 / 1st semester / ECTS: 5 Seminar thesis
	Performance Marketing /ILV / Course no.: DMB.3 / 2nd semester / ECTS: 5 Seminar thesis

Module number:	**Web development knowledge**	**Scope:**	
WAW		**5**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	1st semester		
	2nd semester		
Level	1st semester: 2. Master study cycle / 2nd semester: 2. Master study cycle		
Previous knowledge	1st semester: Module WBW / 2nd semester: Module WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2nd edition. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 - Hassler, M. (2016): Digital und Web Analytics: Metriken auswerten, Besucherverhalten verstehen, Webseiten optimieren. Mitp business - Krüger, J. (2018): Conversion Boosting mit Website Testing, 2nd edition. Mitp business. - Von Heeren, R. (2018): Das Google Analytics Praxisbuch 2018: Professionelle Web-Analyse mit Google Analytics. Webmasters press		
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 - Von der Burg, K., & Schalling, D. (2015): Affiliate Marketing - Ein Leitfaden für Affiliates und Merchants. CreateSpace Independent Publishing Platform. - Kellerman, M. (2013): Affiliate Marketing Insights. CreateSpace Independent Publishing Platform. - Schust, J. (2017): Jetzt zum eigenen Einkommen im Internet: Grundlagen, Methoden und Expertentipps - Affiliate Marketing. Jan Schust. - Brown, B. (2009): The Complete Guide To Affiliate Marketing On The Web. Atlantic Publishing Group		
Skills acquisition	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Students will acquire knowledge of how to measure the success of digital marketing campaigns with web analysis tools. Based on this knowledge, they will be able to assess how successful a website or campaign is and what potential is available. They will become familiar with the use of web analysis tools (e.g. Piwik, Google Analytics) and can interpret the most important reports and key figures and derive suitable measures from them.		
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 Students will acquire knowledge of how to measure the success of digital marketing campaigns with web analysis tools. Based on this knowledge, they will be able to assess how successful a website or campaign is and what potential is available. They will become familiar with the use of web analysis tools (e.g. Piwik, Google Analytics) and can interpret the most important reports and key figures and derive suitable measures from them.		
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 After completing the course, students will be aware of the essential application scenarios and the participants of affiliate marketing. They will be able to set up cooperations independently, know the basic methods for success measurement, technical implementation and monitoring and are able to assess opportunities and risks (e.g. fraud issues) of affiliate marketing.		
Course contents	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Based on the theoretical introduction in the Web Analytics lecture, this course provides a practical application of web analytics tools. Students become familiar with web analytics systems and apply the measurement and analysis of essential KPIs.		

	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 The course imparts knowledge on measuring success using web analysis methods. For this purpose, different methods (log files, page tagging, cookies) for data collection and evaluation along with technical basics for web analysis and testing as well as targeting are presented. Furthermore, goals and tools for measuring success are discussed, as well as key figures and metrics/KPIs for determining success. These KPIs include number of visitors, length of stay, bounce rate and conversion rate; methods used include benchmarking and cohort formation.
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 The course provides knowledge of the principles and structures of affiliate marketing. The usable tracking methods and their limitations (both technical and legal) are discussed in the context of a presentation of the cooperating parties and the principles of operation. The various commission models and advertising formats in affiliate marketing and their application scenarios are discussed in detail. In addition, affiliate networks as intermediaries between the parties involved and practical examples of the system of marketers, sales partners and customers are analyzed. Finally, business models based on affiliate approaches (e.g. white or grey label partnerships) are examined.

Teaching and learning methods	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Tutorial, case studies, discussion, group work
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 Integrated course, case studies, discussions, group work
	Affiliate Marketing /ILV /Course no.: WAW.2 / 1st semester / ECTS: 2 Integrated course, case studies, discussion, group work
Evaluation Methods Criteria	Web Analytics (UE) /UE / Course no.: WAW.1U / 2nd semester / ECTS: 2 Project work
	Web Analytics (VO) /VO / Course no.: WAW.1V / 2nd semester / ECTS: 1 Written exam
	Affiliate Marketing / ILV / Course no.: WAW.2 / 1st semester / ECTS: 2 Seminar thesis

Module number:	**Content marketing**	**Scope:**	
CMK		**6**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	1st semester		
	3rd semester		
Level	1st semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	1st semester: not specified / 3rd semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 - Franck, G. (1998): Ökonomie der Aufmerksamkeit. Dt. Taschenbuchverlag - Hilker, C. (2017): Content Marketing in der Praxis, Ein Leitfaden - Strategie, Konzepte und Praxisbeispiele für B2B- und B2C-Unternehmen. Springer Gabler - Pulizzi, J. (2013): Epic Content Marketing: How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less, McGrawHill Education. - Sheridan, M. (2017): They Ask You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer, Wiley.		
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 - Clausen, A. (2009): Grundwissen Unternehmensethik - ein Arbeitsbuch. UTB - Hiß, S. (2006): Warum übernehmen Unternehmen gesellschaftliche Verantwortung? Ein soziologischer Erklärungs-versuch. Campus - Pieper, A. (2017): Einführung in die Ethik. 7th edition, Beck'sche Reihe		
Skills acquisition	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 The students can design the content of websites with a focus on branding and customer loyalty. This includes, on the one hand, optimizing the communication of the respective company, building and maintaining a brand, directing customers to a website and keeping them there in the long term. Students understand how to create an optimal balance between search engine requirements and comprehensible, useful content for the user. They will have understanding, analysis and transfer skills in the field of content marketing. They can critically reflect and stylishly apply the effects and impact of aesthetics on content in marketing.		
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 The students have orientation knowledge as regards the national and international self-image of marketing ethics as well as transfer and action skills in applying sustainable marketing management.		
Course contents	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 The course is dedicated to creating content with the goal of strategically utilizing target group-specific content in marketing. As a basis for this, we analyze the functionalization and application of aesthetics in the field of marketing and critically reflect on this before the necessary diversification process for marketing strategies ("brand identity" keyword) in the course of the "economy of attention" as well as the particularities of "prosumentation" (according to Töffler's term "prosumer") in the digital age.		
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 After a short introduction to the historical ascendance and current understanding of ethics in Western and non-Western society as well as an overview of the institutions involved, the seminar deals with current trends and tendencies. Sustainable marketing management includes corporate social responsibility (CSR), corporate cultural responsibility and areas of ecology (e.g. green events) as well as the examination of consumer ethics. Before the globalization of markets and demographic shifts in worldwide societies, trans- and multicultural contexts are of great importance for sustainable and ethically-oriented marketing. A particular focus of the seminar is on international modelling of ethics in marketing and role models for the responsible company of the present and the future. The effects of technological change on the relationship between university and family are also discussed.		

Teaching and learning methods	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 Integrated LV, case studies, discussion, group work
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 Seminar, case studies, discussion, group work
Evaluation Methods Criteria	Content Marketing /ILV / Course no.: CMK.1 / 1st semester / ECTS: 4 Final presentation
	Ethics in Marketing /SE / Course no.: CMK.2 / 3rd semester / ECTS: 2 Seminar thesis

Module number:	**Digital Marketing, advanced knowledge**	**Scope:**	
DMA		**9**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	1st semester		
	3rd semester		
Level	1st semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	1st semester: Knowledge Basics of classical marketing and monitoring; DMB module / 3rd semester: Basics of classical marketing and monitoring; DMB module		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 - Fill, C. (2016): Marketing Communications. Interactivity, Communities and Content. 7th edition, Prentice Hall – Pearson Education - Gay, R., Charlesworth, A., & Esen, R. (2007): Onlinemarketing. A Customer-led Approach. Oxford press - Kreutzer, R. (2016): Online-Marketing, Wiesbaden: Springer Verlag. - Chaffey, D. and Ellis-Chadwick, F. (2015). Digital Marketing: Strategy, Implementation and Practice, 6th Edition, London: Pearson Education Limited.		
	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 - Hildebrandt, T. (2016). Web-Business – Controlling und Optimierung: Wie das Web erfolgreich in Unternehmen genutzt wird. Deutscher Betriebswirte-Verlag - Haberich, R. (2012). Future Digital Business: Wie Business Intelligence und Web Analytics Online-Marketing und Converison verändern. mitp. - Ziehe, N. (2013). Marketing-Controlling. Johanna Verlag. - Brody, P., and Pureswaran, V. (2015). The next digital gold rush: how the internet of things will create liquid, transparent markets. Strategy & Leadership, 43(1), 36-41. - Hienerth, C. (2010). Kennzahlenmodell zur Erfolgsbewertung des E-Commerce : Analyse am Beispiel eines Mehrkanaleinzelhändlers, Gabler		
Skills acquisition	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Students will have knowledge of all the content necessary to create a marketing creative strategy (focus on marketing communication), which includes both classic and new media. They are also able to criticize the marketing strategies provided, make suggestions for changes, as well as develop marketing strategies independently and take over media planning.		
	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 In the "Budgeting & Monitoring" course, students acquire comprehensive knowledge of the Budgeting & Monitoring process of digital marketing measures. In order to advance and apply the learning content, students will apply the corresponding process using a (Google AdWords) case study. The underlying basic understanding of the Budgeting & Monitoring process (conception, structure, determination of key figures, data interpretation, response options and the optimization processes) is generally applicable for digital marketing tools.		
Course contents	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Within the framework of the basic course at Master's level, students will be instructed to independently review the prerequisite marketing basics, followed by an introduction to the challenges of marketing communication in digital media. Central course content includes the following fields - Situation analysis - Target definition - Target group analysis - Targeting - Briefing for agencies - Message development - Media selection (classic/digital; BTL/ATL) - Media planning		

	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 During the course, different areas of monitoring (basic knowledge in accounting and monitoring is assumed) will be dealt with, with special attention being paid to relevant topics of digital marketing. After completion of the course, students will be able to: - determine the objectives of digital marketing measures, - collect, analyze and interpret the market potential of digital marketing measures, - determine and manage a marketing budget for digital marketing measures, - measure and interpret the success of a digital marketing campaign, - derive recommendations for action and - prepare a final report.
Teaching and learning methods	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Integrated course, case studies, discussion, group work Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work

Evaluation Methods Criteria	Digital Marketing I: Strategy Development & Planning /ILV / Course no.: DMA.1 / 1st semester / ECTS: 5 Project work
	Digital Marketing II: Budgeting & Monitoring /ILV / Course no.: DMA.2 / 3rd semester / ECTS: 4 Project work

Module number:	**Practical Transfer**	**Scope:**	
PXT		**6**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	2nd semester		
Level	2nd semester: 2. Master study cycle		
Previous knowledge	2nd semester: DMB, WBW, TMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Practical Project /PT / Course no.: PXT.2 / 2nd semester / ECTS: 6 - Friedrichsmeier, H. (2011): Fallstudien: Entwicklung und Einsatz von Fallstudien. 2nd edition, Linde - Tiemeyer, E. (2004): Projekte im Griff. Bertelsmann		
Skills acquisition	Practical Project /PT / Course no.: PXT.2 / 2nd semester / ECTS: 6 Students synthesize specialist knowledge and theoretical knowledge from project management and team building to enable them to independently set up, organize, implement and evaluate complex projects.		
Course contents	Practical Project /PT / Course no.: PXT.2 / 2nd semester / ECTS: 6 Through independent implementation, the students acquire skills in implementing the acquired knowledge. The entire implementation of a complex project is carried out independently by the students - this includes the conception, budgeting and implementation as well as the evaluation and interpretation of the results. In order to also build on the students' social skills, the projects are carried out in student teams under independent management and team building. Particularly important are skills such as the analysis of recipient behavior, economically responsible decision-making, risk management, intercultural competence, organizational and social skills, budgeting skills, sponsoring and project management. The abovementioned learning and teaching objectives are ensured by an actual implementation of the solution approach.		
Teaching and learning methods	Practical Project /PT / Course no.: PXT.2 / 2nd semester / ECTS: 6 Integrated course, case studies, discussion, group work		
Evaluation Methods Criteria	Practical Project /PT / Course no.: PXT.2 / 2nd semester / ECTS: 6 Project work (including project documentation and final report)		

Module number:	**Crossmedia Production**	**Scope:**	
VT.CMP		**12**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	2nd semester		
	3rd semester		
Level	2nd semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	2nd semester: Module WBW / 3rd semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 - Fries, C. (2016): Grundlagen der Mediengestaltung. 5th edition, Hanser - Krömker, H. (2005): Handbuch Medienproduktion: Produktion von Film, Fernsehen, Hörfunk, Print, Internet, Mobilfunk und Musik. VS - Mahrdt, N. (2017): Crossmedia. 6th edition, Gabler - Shelly, G., & Campbell, J. (2017): Web design. 6th edition, Shelly Cashman		
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 - Kamp, W. (2017): AV-Mediengestaltung. 6th edition, Europa Lehrbuch - Müller-Kaltjoff, B. (2002): Crossmedia Management. Springer - Schmidt, U. (2010): Digitale Film- und Videotechnik. Hanser - Zettl, H. (2013): Video Basics 7. Wadsworth		
Skills acquisition	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 Students have detailed knowledge of convergence, crossmedia value chain and content development and content management. They will master the basic techniques of web and screen design and can apply the principles of usability in the independent creation of websites with multimedia content.		
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 Students are familiar with the design of time-based media, their technical background and professional production. Building on the first part of the module, they can independently produce and combine crossmedia content tailored to the target group and integrate it into web-based media presences.		
Course contents	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 An introduction to crossmedia content production will be provided at the beginning of the course (including content development, format development, crossmedia, convergence and crossmedia value chain). Subsequently, based on the Fundamentals of the Web course (first semester), the conceptualization and implementation of websites in theory and practice will be taught, with the following topics being dealt with in more detail: - Web and screen design - Usability - Design of interactive media - Advanced website programming with focus on HTML5 (or following standards),WYSIWYG-Editor of Adobe CS (current version), integration of different media formats, Netcasting and Blogging-Software, further topics: CMS, Javascript and Ajax		
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 The second part of the module focuses on the conceptualization and production of audiovisual media. Central topics of the course are: - Characteristics and fields of application of audiovisual media - Design of time-based media - Narration and narration techniques - Editorial work - Sound and image design The following topics are dealt with in exercises: - Video technology (standards such as HD, SD, equipment) - Video production (pre, post and production) - Audio technology (microphoning, standards, equipment) - Audio production (recording, editing, editing, export) In the context of a project work, students synthesize knowledge and skills of both parts of the module.		

Teaching and learning methods	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 Integrated course, case studies, discussion, group work
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 Seminar, case studies, discussion, group work
Evaluation Methods Criteria	Crossmedia Production & Digital Design I /ILV / Course no.: VT.CMP.1 / 2nd semester / ECTS: 6 Project work
	Crossmedia Production & Digital Design II /SE / Course no.: VT.CMP.2 / 3rd semester / ECTS: 6 Project work

Module number:	**Social Network**	**Scope:**	
VT.LAS		**12**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	2nd semester		
	3rd semester		
Level	2nd semester: 2. Master / 3rd semester study cycle: 2. Master study cycle		
Previous knowledge	2nd semester: Module WBW / 3rd semester: WBW		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 - Grabs, A. Bannour, K., & Vogel, E. (2018): Follow me! Erfolgreiches Social Media Marketing mit Facebook, Twitter und Co., 5th edition, Rheinwerk Verlag. - Sterne, J. (2011): Social Media Monitoring - Analyse und Optimierung Ihres Social Media Marketings auf Facebook, Twitter, YouTube und Co. Mitp		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 - Easley, D., & Kleinberg, J. (2010): Networks, Crowds, and Markets - Reasoning about a Highly Connected World. Cambridge University Press - Russel, M. (2011): Mining the Social Web - Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites. O'Reilly		
Skills acquisition	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 After the course, students will be able to explain the basic tools and methods for using social media in private and professional scenarios. They know the importance of the essential tools and the relevance of the information that can be accessed via social media monitoring.		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 The students are able to apply models, methods and approaches of social media marketing to specific application scenarios in the field of social media. Students understand the options offered by analysis and evaluation of data from social and other networks and are able to initialize, perform and interpret analyses using current software tools.		
Course contents	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 The history of the development and characteristics of networks and social media in private and professional everyday life are illustrated - from discussion forums and virtual organizational forms to crowdsourcing and user-generated content. In addition to corporate networks and the virtualization of value creation, blogs, microblogs (Twitter) and social networks form further focal points. These are systematically presented and examined for their usability in companies and for communication between organizations and consumers. In this context, aspects of mobile social marketing and social commerce will also be developed.		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 Building on the "Social Media I" course, the focus of this event lies on specializing in the applicability of social media tools and channels. Basic theoretical approaches, methods for collecting network data and various analysis procedures are taught. Data from the first event will be used and evaluated using software tools. Based on these activities, the basic analysis options of social networks and possible conclusions will be discussed. The central question is how interactions in social networks such as Linkedin, Facebook, Instagram can be evaluated, visualized and used and what conclusions can be drawn from this. At the same time, based on corresponding analyses, central elements for the development of social media and other strategies for applications in companies and on the markets are introduced.		
Teaching and learning methods	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 Integrated course, case studies, discussion, group work		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 Seminar, case studies, discussion, group work		
Evaluation Methods Criteria	Social Media I /ILV / Course no.: VT.SMA.1 / 2nd semester / ECTS: 6 Project work		
	Social Media II /SE / Course no.: VT.SMA.1 / 3rd semester / ECTS: 6 Project work		

Module number:	**Academic Methods**	**Scope:**	
WAM		**2**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	2nd semester		
	4th semester		
Level	2nd semester: 2 Master study cycle / 4th semester: 2. Master study cycle		
Previous knowledge	2nd semester: Basic principles and techniques of academic methods (Bachelor level) / 4th semester: Basic principles and techniques of academic methods (Bachelor level)		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 - Atteslander, P. (2010): Methoden der empirischen Sozialforschung. 13th edition, ESV - Eco, U. (2019): Wie man eine wissenschaftliche Abschlussarbeit schreibt. 13th edition, C.F. Müller		
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 - Atteslander, P. (2010): Methoden der empirischen Sozialforschung. 13th edition, ESV - Eco, U. (2019): Wie man eine wissenschaftliche Abschlussarbeit schreibt. 13th edition, C.F. Müller		
	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Ebster, C. and Stalzer, L. (2017). Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschafter. 5th edition, WUV - Franck, N. (2017): Handbuch Wissenschaftliches Arbeiten. 3rd edition, UTB Verlag		
Skills acquisition	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Students are able to correctly carry out the complex scientific research projects they have designed.		
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Students are able to correctly carry out the complex scientific research projects they have designed.		
	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Students will know the methods of empirical social research, its strengths, weaknesses and areas of application. They will have the skills to analyze and evaluate data correctly. In addition, they can independently set up complex research projects and apply them methodically in the right way.		
Course contents	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 The topic of the Master thesis must be chosen from the subject area of the degree program (Digital Marketing). The research question is prepared based on a scientific paper - this is done independently and without external help (with the sources and aids indicated). This way of working ensures that the students are able to work on an issue in a scientific and application-oriented manner. An extended abstract (English or German) is submitted together with the Master thesis. In the context of the colloquium on the Master thesis, the students are supervised and accompanied when preparing their Master thesis. The search for topics, structure and time planning should be developed independently by the students - this is carried out above all through critical examination of possible questions and hypotheses. The supervisor guides the students throughout this process; scientific methodology and the formal design are discussed within the framework of individual coaching, as are questions of time management.		
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 The topic of the Master thesis is to be chosen from the subject area of the course of studies (Digital Marketing). The research question is prepared based on a scientific paper - this is done independently and without external help (with the sources and aids indicated). This way of working ensures that the students are able to work on an issue in a scientific and application-oriented manner. During the colloquium for the Master thesis, students are supervised and supported in the preparation of their Master thesis. The search for topics, structure and time planning should be developed independently by the students - this is carried out above all through critical examination of possible questions and hypotheses. The supervisor guides the students throughout this process; scientific methodology and the formal design are discussed within the framework of individual coaching, as are questions of time management.		

	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Students acquire in-depth knowledge in the field of academic methods and are qualified to work on complex scientific questions, create and review research designs. This implies both structure and content as well as style and language at a high level. The practical development of the above-mentioned knowledge prepares the students both formally and methodically for drawing up their Master thesis - including the discussion and critical questioning of the scientific methodology of a Master thesis. In order to support the students in their search for relevant and high quality questions, possible topics and hypotheses are discussed and debated.
Teaching and learning methods	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Seminar, case studies, discussion, group work
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Integrated course, case studies, discussion, group work
	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Seminar, case studies, group work, discussions
Evaluation Methods Criteria	Colloquium for the Master thesis /SE / Course no.: WAM.2 / 4th semester / ECTS: 2 Presentation
	Master thesis /SE / Course no.: WAM.1 / 4th semester / ECTS: 22 Academic Methods (Master thesis)
	Academic Methods /SE / Course no.: WAM.1 / 2nd semester / ECTS: 4 Seminar thesis

Module number:	**Practical Transfer**	**Scope:**	
PXT		**3**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	3rd semester		
Level	3rd semester: 2. Master study cycle		
Previous knowledge	3rd semester: DMB, WBW, TMB		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 • Thomas, A. (publisher) (2003). Handbuch Interkulturelle Kommunikation und Kooperation. Bd. 1: Grundlagen und Praxisfelder. Vandenhoeck&Ruprecht - Thomas, A. (publisher) (2003): Handbuch Interkulturelle Kommunikation und kooperation. Bd. 2: Grundlagen und Praxisfelder. Vandenhoeck and Ruprecht • Jones, E. (2006). CulturesMerging. Princeton, Princeton University Press		
Skills acquisition	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Students will have an understanding of the major cultural trends, the relevant discourse and the economic organization in the country concerned and can reflect on cultural differences.		
Course contents	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 The study trip gives students the opportunity to acquire intercultural competence. Under the guidance of the lecturer, the students find out about potential study destinations, research relevant data and facts about the destination country and independently organize the program: The week in an international environment includes visits to companies, lectures at partner universities as well as lectures and events. The aim is to ensure that students acquire an understanding of the cultural mainstream of the country in question. Discussions with specialists and executives, visits to foreign trade centers, business and social associations round off the international and personality-building experiences of the study trip.		
Teaching and learning methods	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Integrated course, case studies, discussion, group work		
Evaluation Methods Criteria	Study trip /ILV / Course no.: PXT.1 / 3rd semester / ECTS: 3 Course with immanent examinations		

Module number:	**Management and Law**	**Scope:**	
MTR		**6**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	3rd semester		
Level	3rd semester: 2. Master study cycle		
Previous knowledge	Business Administration Basics		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 3rd semester / ECTS: 4 - Bolman, D. (2017): Reframing Organizations - Artistry, Choice and Leadership. 6th Edition, John Wiley and Sons - Mintzberg, H., Ahlstrand, B., and Lampel, J. (2008): Strategy Safari - The Complete Guide Through the Wilds of Strategic Management. Prentice Hall - Porter, M. (2003): The Competitive Strategy: Techniques for Analyzing Industries and Competitors. Free Press - Steinmann, H., Schreyögg, G., & Koch, J. (2013): Management, Grundlagen der Unternehmensführung, Konzepte - Funktionen - Fallstudien. Gabler		
	Selected areas of law /VO / Course no.: MTR.2 / 3rd semester / ECTS: 2 - Knyrim, R. (2015): Datenschutzrecht. Österreichisches Recht: Praxisbuch für richtiges Registrieren, Verarbeiten, Übermitteln, Zustimmen, Outsourcen, Werben uvm. 3rd edition, Manz-Verlag - Supplementary: Aktuelle Gesetzestexte, OGH-Entscheide und Fallbeispiele - Datenschutz-Grundverordnung: Das neue Datenschutzrecht in Österreich und der EU (Praxishandbuch) Gebundenes Buch (4. August 2016)		
Skills acquisition	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 3rd semester / ECTS: 4 Students will gain knowledge of classical organizational theories, know the basic statements of behavioral-, systems theoretical and situational approaches. Building on this, students have the ability to independently use the main analysis and planning tools to obtain an overview of the company's situation and its goals. Furthermore, they will be able to define, coordinate and control corporate goals on the basis of quantitative data.		
	Selected areas of law /VO / Course no.: MTR.2 / 3rd semester / ECTS: 2 The students will have elementary knowledge of the legal basics in connection with marketing activities on the web and its technologies.		
Course contents	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 3rd semester / ECTS: 4 The English-language course first introduces classical organizational theories. Symbolic theories and overview concepts (reframing, organizational metaphors, reframing organizations), as well as different approaches will then be discussed. For the latter, the focus lies on the following: - Behavioral Theory Approaches - Systems Theory Approaches - Situational Approaches Strategic fields of organization, marketing, competition, creativity and innovation are dealt with in detail in the Strategic Management Department and complementary to the topics of organizational theory, along with the schools of strategic management according to Mintzberg (Design, Positioning, Entrepreneur, Planning, Cultural, Learning, Environmental, Cognitive, Power and Configuration School). Finally, the tools of strategic management (Five-Forces, BCG-Matrix, SWOT, Stakeholder-Matrix, etc.) are presented in detail.		
	Selected areas of law /VO / Course no.: MTR.2 / 3rd semester / ECTS: 2 The content covers the following fields of law in the context of the Web: Private and public law, competition law, criminal law. Special attention is paid to procedures for securing identity and authenticity, electronic signatures, data protection, and e-commerce (international sales law, jurisdiction and enforcement issues). The legal bases of antitrust law, patent rights and advertising on the Internet are also discussed in an international comparison.		
Teaching and learning methods	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 3rd semester / ECTS: 4 Integrated course, case studies, discussion, group work		
	Selected areas of law /VO / Course no.: MTR.2 / 3rd semester / ECTS: 2 Lecture, case studies, discussion, group work		
Evaluation Methods Criteria	Organizational Theory and Strategic Management (E) /ILV / Course no.: MTR.1 / 3rd semester / ECTS: 4 Project work		
	Selected areas of law /VO / Course no.: MTR.2 / 3rd semester / ECTS: 2 Written exam		

Module number:	**Electives**	**Scope:**	
ELE		**6**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	3rd semester		
	4th semester		
Level	3rd semester: 2. Study cycle, Master / 4th semester: 2. Master study cycle		
Previous knowledge	3rd semester: not specified / 4th semester: not specified		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 - 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. and Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., and Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [among others]: Peter Lang.		
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 - 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. and Melissen, F. (2017). Sustainable Customer Experience Design: Co-creating experiences in Events, Tourism and Hospitality. London, Routledge. - Van Ruler, B., and Körver, F. (2019). The Communication Strategy Handbook: Toolkit for Creating a Winning Strategy. New York [among others]: Peter Lang.		
Skills acquisition	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 The students will be able to - bring previously acquired knowledge into the discussions - question, classify and compare new findings. - Appropriately evaluate the activities of experts from business and science - Establish and/or expand contact with the experts and understand both the Austrian and the international market They will strengthen - Discussion and argumentation skills - Creativity - Abilities in task- and time-driven work on projects - Presentation skills		
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 The students will be able to - bring previously acquired knowledge into the discussions - question, classify and compare new findings. - Appropriately evaluate the activities of experts from business and science - Establish and/or expand contact with the experts and understand both the Austrian and the international market They will strengthen - Discussion and argumentation skills - Creativity - Abilities in task- and time-driven work on projects - Presentation skills		

Course contents	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 Course contents including the following focal points: - The future of sport, culture and events in terms of significance - Application of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends in international business in theory and practice - Economic, political and social effects - Industry and R and D activities - Digital developments - Emergence and evaluation of trends, fashions, booms
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 Course contents including the following focal points: - The future of sport, culture and events in terms of importance

Course contents	- Application of marketing tools in projects - Scientific analysis of marketing campaigns in practice - Current trends of international business in theory and practice - Economic, political and social effects - Industry and R and D activities - Digital developments - Emergence and evaluation of trends, fashions, booms
Teaching and learning methods	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 Integrated course
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 Integrated course
Evaluation Methods Criteria	Elective I (E) /ILV / Course no.: ELE.1 / 3rd semester / ECTS: 3 Presentation, final report, exam
	Elective II (E) /ILV / Course no.: ELE.2 / 4th semester / ECTS: 3 Presentation, final report, exam

Module number:	**Digital Marketing Expertise**	**Scope:**	
DME		**3**	**ECTS**
Degree program	University of Applied Sciences Master's course - Digital Marketing Part-time		
Position in the curriculum	4th semester		
Level	4th semester: 2. Master study cycle		
Previous knowledge	4th semester: Basics of classical marketing; DMB, DMA		
Blocked	no		
Participant group	Bachelor graduates, beginners		
Literature recommendation	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 - Blakeman, R. (2018): Integrated Marketing Communication. 3rd edition, Rowman and Littlefield - Fill, C. (2016): Marketing Communications. Interactivity, Communities and Content. 7th edition, Prentice Hall - Pearson Education - Kotler, P., Armstrong, G., Harris, L.C., and Piercy, L. (2016). Grundlagen des Marketing, 6th, updated edition, Essex: Pearson Studies - Kotler, P., Kartajaya, H., and Setiawan, I. (2017). Marketing 4.0: Der Leitfaden für das Marketing der Zukunft. Campus Verlag. - Kreutzer, R.T. & Land, K.H. (2017): Digitale Markenführung: Digital Branding im Zeitalter des digitalen Darwinismus. Springer Gabler.		
Skills acquisition	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 The graduates will have extensive knowledge and are able to apply this knowledge due to the integrative character of the course. They will be able to evaluate integrated marketing plans and independently create a detailed omnichannel marketing plan including briefing for internal and external stakeholders (corporate communications, strategy, knowledge management, human resources, CRM, sales, IT, product development).		
Course contents	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 Building on the knowledge acquired in the previous three semesters, the use of digital channels for market research/analytics, development, implementation and adaptation of corporate strategies along with the effect of intra-organizational measures will be understood and applied using case studies currently selected by the lecturer. In corresponding project work, the students will develop an omnichannel marketing communications strategy, incorporating all contents of the digital marketing modules.		
Teaching and learning methods	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 Integrated course, case studies, discussion, group work		
Evaluation Methods Criteria	Digital Marketing III: Omnichannel Marketing Communications /ILV / Course no.: DME.1 / 4th semester / ECTS: 3 Project work		

2.5 Internship

Internship (semester information, duration in weeks per semester)	No

2.6 Semester Abroad

Obligatory semester abroad (semester specification)	No

3 ADMISSION REQUIREMENTS

The general admission requirements are regulated by section 4 of the FHStG (Fachhochschule Studies Act) as amended, according to which the subject-related admission requirement for a Fachhochschule Master's course is a completed University of Applied Sciences Bachelor degree program relevant to the subject or the completion of an equivalent degree program at a recognized domestic or foreign post-secondary educational institution.

1. For the purposes of the present application, Bachelor programs or equivalent post-secondary educational qualifications in social and economic sciences (in accordance with ISCED 2013, Fields of Education and Training 03/04), which cover the core subjects of marketing, communication, management and business administration (in accordance with ISCED 2013, Fields of Education and Training 031/032/041), are considered relevant to the subject area in question, in summary, in a total amount of at least 30 ECTS.

2. The FH Kufstein Tirol provides in its course architecture for a networking of the Bachelor and Master programs in the sense of the Bologna process: Following successful completion of a Bachelor program, graduates have several options for a Master's degree course at and outside the FH Kufstein Tirol. Graduates of the following FH Kufstein Tirol degree programs (irrespective of the organizational form) would be admitted to the present Master's course based on the above-mentioned professional qualifications:
    - International Business & Management
    - Marketing & Communication Management
    - Sports, Culture and Event Management
    - Business Management
    - Web Business & Technology
    - Industrial Engineering & Management
3. The languages of instruction and examination at the FH Kufstein Tirol are German and English across all degree programs. Students from non-German speaking countries must therefore provide appropriate evidence of their German language skills.

4. Examining the fulfilment of the admission requirements is the responsibility of the Master's program in Digital Marketing course director.