

DIGITAL MARKETING*

* Start subject to the accreditation by the AQ Austria

MA
Full-time



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

OVERVIEW

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

SPECIAL FEATURES

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



DIGITAL MARKETING*

MASTER'S DEGREE PROGRAM | MA | FULL-TIME



Jul 2025

PROGRAM CONTENT

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

POPULAR OCCUPATIONAL FIELDS

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

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

Bianca Hullin, MA
Graduate

CURRICULUM

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

COURSES

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

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