

KURSBESCHREIBUNG/ COURSE DESCRIPTION

KURSTITEL <i>Course title</i>	Basics of Digital Marketing
KURS-ID <i>Course number</i>	293
Art der Lehrveranstaltung <i>Type of course</i>	Allgemeinwissenschaftliches Wahlpflichtfach <i>Elective</i>
Studiengang <i>Course of studies</i>	Für alle Studiengänge im Rahmen von AWP bzw. freiwilliges Zusatzfach außer B.Sc. WI <i>Available for all courses except B.Sc. Business Informatics</i>
Voraussetzungen <i>Prerequisites</i>	Keine <i>None</i>
SWS <i>Lessons per week</i>	2
Unterrichtsstunden <i>Total semester hours</i>	Präsenzzeit: 30 UE Selbststudium: 30 UE Gesamt: 60 UE <i>Attendance time: 30 hours Self-study: 30 hours Total: 60 hours</i>
ECTS <i>ECTS (Credits)</i>	2
Art der Prüfung <i>Course assessment</i>	Referat, Prüfungs- und/oder Studienarbeit <i>Presentation and Seminar Paper</i>
Unterrichtssprache <i>Course language</i>	Englisch <i>English</i>
Dozent <i>Name of lecturer</i>	Florian Nagl
Kursziele <i>Course objectives</i>	<i>An introduction to digital marketing practices and techniques including Search Engine Optimisation (SEO) and social media, and how to apply them effectively in a business environment.</i> <i>For students who are interested in working in an advertising, marketing, public relations or social media role. Startup entrepreneurs and independent consultants can also benefit greatly from attending this course.</i>
Kursinhalt <i>Course contents</i>	<ul style="list-style-type: none"> • <i>Introduction to Digital Marketing</i> • <i>Search Marketing (SEO)</i> • <i>Search Marketing (PPC)</i> • <i>Digital Display Advertising</i> • <i>Social Media Marketing</i> • <i>Affiliate Marketing</i> • <i>Mobile Marketing</i> • <i>Analytics</i> • <i>Strategy & Planning</i>

	<ul style="list-style-type: none"> • <i>Etc.</i>
Lehrmethoden <i>Teaching methods</i>	Seminar, Gruppenarbeit, Fallstudien <i>Lectures, group work, case studies</i>
Empfohlene Literatur <i>Recommended reading</i>	<ul style="list-style-type: none"> • The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns; Wiley; 1 edition (April 2016); Ian Dodson • The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly; Wiley; 5 edition (October 2015); David Meerman Scott • Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students; Routledge; 1 edition (October 2014); Ira Kaufman & Chris Horton
Besonderes <i>Specific requests</i>	Blockveranstaltung <i>Block Course</i>