

Digital and Content Marketing

ECTS Credits: 2 ECTS

Degree Programme:	<u>Marketing & Communication, BA</u>
Semester:	5 th semester
Teaching Units:	8 teaching units
Learning Outcomes:	Students understand the most important areas of digital marketing, in particular performance marketing and new developments, and can classify the areas and current developments and trends in terms of their relevance.
Description:	<p>Focus on the following topic areas:</p> <ul style="list-style-type: none"> • Immersive Marketing with AR, VR & Mixed Reality as well as Tech Trends • Tracking, Data from Zero to Third-Party Data and the End of Third-Party Cookie Usage • Programmatic Advertising • Google & SEA & SEO • Retail Media
Assessment:	no grading responsibilities for the guest lecturer
Guest lecturer:	We are looking for a person with expertise in programmatic advertising AND data marketing (in English).
Academic Contact:	<u>Barbara Klinser-Kammerzelt</u> , Lecturer & Course Leader Advertising and Brand Management, Department Digital Business & Innovation
Administrative Contact:	<u>Claudia Grötzl</u> , Staff Mobility Coordinator, International Office