

IMP221 Digital Marketing & Communication

Learning outcome

Students acquire in-depth knowledge of the special features, advantages and disadvantages of common online marketing platforms and tools. They also understand and apply the analysis and interpretation of digital key performance indicators. The course also enables students to independently develop and professionally manage online marketing campaigns

Contents

Students learn about the various components of online marketing. Based on a classification of marketing communication as a component of the operative marketing mix, the special features of digital communication and typical instrument-related examples are discussed. On the basis of current concepts, online campaigns can be planned and their success evaluated using communication and economic key performance indicators and interpreted for campaign management.

Assessment: case study assignment with presentation/seminar paper or term paper.

Type of examination will be announced at the beginning of the term.

Lecturer: Andreas Gietl

ECTS: 3