



# Spotlight on Digital Business I

## Winter Semester 2024/25

Language of instruction: English

Last update: 27 March 2024

## Courses<sup>1</sup>

Subject Code	Subject	Type	ECTS Credits
MMK-1	Effective Business Communication in English <sup>2</sup>	Seminar	3
LZA	Emotional & Artificial Intelligence Workshop	Seminar	3
MMM-3	English for Specific Purposes 3 <sup>2</sup>	Seminar	3
MBC-1	Financial English <sup>2</sup>	Seminar	5
DSOEK	German 1	Seminar	3
DSOEK	German 2	Seminar	3
LZA	Innovation & Entrepreneurship	Seminar	3
BMK-3	Marketing <sup>2</sup>	Lecture/Seminar	2
MMK-3	Mobile Marketing <sup>2</sup>	Lecture/Seminar	3
DSOEK	Scouting Austrian Culture	Seminar	3
MMK-1	Search Engine Marketing <sup>2</sup>	Lecture/Seminar	2
LZA	The Media Project – Crisis Communications & Issues Management	Seminar	9
MMK-3	Viral Marketing und Growth Hacking <sup>2</sup>	Lecture/Seminar	2

*We recommend incoming students not to exceed 30 ECTS credits per semester!*

<sup>1</sup> Subject to alterations

<sup>2</sup> Course places for incoming students are limited

## Additional courses that are open to incoming students<sup>1</sup>

(overlaps with other courses are possible)

FF	Campus and City Radio	Seminar	2
BMK-5	Case Studies Digital Marketing <sup>2</sup>	Seminar	1
BMK-3	Controlling <sup>2</sup>	Lecture/Seminar	3
MIR-1	Design Thinking <sup>2</sup>	Lecture/Seminar	5
BMK-5	Digital and Content Marketing <sup>2</sup>	Lecture/Seminar	2
BMK-3	English III <sup>2</sup>	Seminar	3
BMK-5	English V <sup>2</sup>	Seminar	3
MIR-1	Entrepreneurship <sup>2</sup>	Lecture/Seminar	5
BMM-1 BMM-3	How to Entertain <sup>2</sup> <b>or</b> How to Manage Interactive Media <sup>2</sup> <small>You can only attend one of those classes. Please choose the one that suits you best.</small>	Seminar	3
BMK-1	Integrated Corporate Communications	Lecture	2
BMD-3	Intercultural Communication <sup>2</sup>	Lecture/Seminar	4
BMK-1	Intercultural Communication <sup>2</sup>	Lecture/Seminar	2
BMD-3	Logistics <sup>2</sup> <sup>1</sup>	Lecture/Seminar	3
BMK-5	Practice Lab Public Relations <sup>2</sup>	Practice Lab	4
BMK-5	Special Areas of Public Relations II <sup>2</sup>	Lecture/Seminar	3

*We recommend incoming students not to exceed 30 ECTS credits per semester!*

<sup>1</sup> Subject to alterations

<sup>2</sup> Course places for incoming students are limited

## Course Descriptions

### Campus and City Radio (2 ECTS credits)

---

Degree Programme:	All.	Term:	Winter Semester
Semester:	Any	Type:	Optional subject
Prerequisites:	none		
Lecturer:	Dave Dempsey		

#### Assessment:

Continuous assessment

#### Content:

In the St. Pölten UAS' very own radio studio, students have the chance to learn how to make radio from a real expert: Lecturer Dave Dempsey from the US is the host of the FM4 morning show by the Austrian Public Broadcasting Corporation ORF. Students of the optional subject 'Campus and City Radio' acquire basic skills in hosting, interviewing, and creating radio features. Then they jump right into working from the studio and go live on air. Students may join Dave Dempsey in hosting shows and interviewing musicians or create their own radio shows in English or their mother tongue.

### Case Studies Digital Marketing (1 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter Semester
Semester:	5	Type:	Seminar
Lecturers	Fabian Bergner		

#### Learning goals

The students are able to handle relevant tools for the respective tasks on their own.

#### Description

- Preparation of practice examples
- Practice tools
- Analysis of existing digital marketing activities on various channels and from different perspectives: website, mobile/app, social, content marketing, VR, AR, etc.

## Controlling (3 ECTS credits)

Degree	Marketing and Communication (BA)	Term:	Winter Semester
Programme:		Type:	Lecture/Seminar
Semester:	3		
Lecturers	Verena Adam-Passardi		

### Learning goals

After completing this course, the students are familiar with the fundamental principles, functions and instruments of normative, strategic and operational controlling. They are able to apply controlling methods to solve business-related questions, especially when it comes to planning, budgeting, control and decision-making, and interpret the results.

### Description

- Concept and objectives of controlling
- Controlling as a cross-cutting function
- Controlling vs management/external accounting/internal auditing
- Tasks (planning, information, coordination, reporting and controlling functions)
- Selected instruments of operational, strategic and normative controlling)

## Design Thinking (5 ECTS credits)

Degree	Digital Innovation and Research (MA)	Term:	Winter Semester
Programme:		Type:	Lecture/Seminar
Semester:	1		
Lecturers	Martina Luh		

### Learning goals:

- Students can explain the theoretical basics of user-centric requirements analysis and the design process and apply them in practice with a case study
- Students can use the Design Thinking Process as an example of a design process to question complex problems more closely and find original and innovative solutions

### Description:

Basics of Design Thinking

The Design Thinking Process model as an example of a design process

Design Thinking Mindset and Principles

Influences and Origins of Design Thinking

Design Methods in Design Thinking

Characteristics, objectives and results of the individual Design Thinking phases

- Getting to know the context of the problem
- Finding out the needs of users through empathy
- Defining viewpoint
- Generating and developing ideas
- Implementing ideas as prototypes
- Testing prototypes to develop ideas

Students also get to know the most important terms, concepts and methods from the following basic areas of requirements management:

- Requirements analysis, creation of requirements documents, development of a cost estimate, communication with the customer, preparation of quotations.
- Current tools and best practices in the field of "requirements and processes"

## Digital und Content Marketing (2 ECTS credits)

Degree	Marketing and Communication (BA)	Term:	Winter Semester
Programme:		Type:	Lecture/Seminar
Semester:	5		
Lecturers	Barbara Klinser-Kammerzelt		

### Learning goals

The students understand the most important subareas of digital marketing, esp. content marketing, and are able to assess these areas as well as current developments and trends in terms of their relevance.

### Description

- Content marketing
- Social media marketing
- Social media advertising
- Native advertising
- Tracking & cookies
- Blogger relations and influencer marketing
- Bots and artificial intelligence
- Data-driven marketing and programmatic advertising
- Video and audio advertising in the interplay of offline and online
- Agile working methods in agencies

## Effective Business Communication in English (3 ECTS credits)

---

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter Semester
Semester:	any	Type:	Seminar
Prerequisites:	at least B1 level		
Lecturer:	Rebecca Turner		

### Assessment:

Continuous assessment; written end-of-term exam.

### Content:

- Writing academic English
- Meetings and negotiations,
- Media-related texts, press releases, online news = communicative styles
- Cross-cultural communication
- Improving subject-specific language skills (in Business/Media/Communication) through thematically selected exercises, written and oral
- Promoting speaking, listening, writing and reading skills in English
- Improving communicative skills (presentation and argumentation in discussions)

## Entrepreneurship (5 ECTS credits)

---

Degree Programme:	Digital Innovation and Research (MA)	Term:	Winter Semester
Semester:	1	Type:	Lecture/Seminar
Lecturer:	Dieter Bader		

### Learning goals:

- Students are able to identify opportunities for innovation and new business start-ups and to develop business models/business plans
- Students can explain basic implementation issues such as lean start-up and corporate finance
- Students are able to apply evaluation criteria of innovation and venture opportunities
- Students can explain the importance of the theory of inventive problem solving and apply selected methods

### Description:

The course provides an introduction to entrepreneurship and innovation. The different aspects and facets of innovation management and basic definitions and conceptual frameworks of innovation and entrepreneurship (e.g. the entrepreneur personality, the concept of innovation capacity) will be covered. In addition, students should develop an understanding of the reason

that lead to innovation resistance and also get to know the topic of stakeholder analysis.

Furthermore, methods for identifying innovation opportunities, planning new venture opportunities and evaluating business ideas and concepts will be discussed. Students learn about the types of business models and key elements of business plans and develop skills to assess the market and technology potential of innovations. Basic knowledge about the financing of a start-up company should also be imparted.

## Emotional & Artificial Intelligence Workshop (3 ECTS credits)

---

Degree Programme:	none	Term:	Winter Semester
Semester:	any	Type:	Seminar
Prerequisites:	Pre-Workshop preparation: Short questionnaires on emotional intelligence, cultural intelligence and biases to facilitate a greater understanding of yourself, identify blind spots and improve your communications skills.		
Lecturer:	Eliot Mannoia		

**Assessment:** Presence, participation and group work, final grade (1-5)

### Learning goals:

Emotional Intelligence (EI):

- Enhanced communication skills.
- Develop greater emotional intelligence and key leadership traits.
- Achieve enhanced awareness for transparent communications.
- Master change and self-reflection in all situations.
- Enable behaviour to build resilience.

Artificial Intelligence (AI):

- Understand digital humanism, digital psychology and value-based engineering.
- Optimise digital communications with consumer and behavioural psychology.
- Utilise strategic prompting to gain storytelling direction, ideas and content.
- Design AI driven data analysis and visualisation.
- Leverage AI and EI for empathetic communications and innovation.

### Description:

- Emotional intelligence and technology
- Introduction to artificial Intelligence (use-cases)
- EI and leadership best practices
- Data analysis and storytelling
- Personality development
- Psychology / Behavioural Psychology



- Innovation through empathy
- Digital communications
- Advanced technologies and interfaces

## English for Specific Purposes 3 (3 ECTS credits)

---

Degree Programme:	Digital Media Management (MA)	Term:	Winter Semester
Semester:	3	Type:	Seminar
Prerequisites:	Level C1		
Lecturer:	Rebecca Turner		

### Assessment:

Continuous assessment. 1 written exam, 2 essays, leading/moderating a discussion

### Content:

- Vocabulary extension 3: Digital Media Management & Entrepreneurship
- Sales: Pitching
- Reading/writing skills 3: Digital Media Management & Entrepreneurship

## English V (3 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter Semester
Semester:	5	Type:	Seminar
Lecturers	Stephen Hardaker, Deidre Glynn, Rebecca Turner		

### Learning goals:

The students are able to confidently master situations in their professional area of activity in English.

### Description:

This course is oriented towards the content “English in a professional context”. The topic areas are addressed in depth, among them the presentation of a bachelor thesis and the writing of an abstract for the bachelor thesis.

## English III (3 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter Semester
-------------------	----------------------------------	-------	-----------------

Semester: 5 Type: Seminar  
Lecturers Stephen Hardaker, Deidre Glynn

**Learning goals:**

The students have detailed knowledge of specialist English vocabulary and can use it in a grammatically correct manner. They are also able to hold technical presentations in English.

**Description:**

Just like the previous ones, this course focuses on key topics of the media and communications sector (a selection):

- Media landscapes in different countries
- Social media
- Marketing trends

In addition, the students' English communication skills are trained further.

## Financial English (5 ECTS credits)

Degree Programme: Digital Business Communications (MA) Term: Winter Semester  
Prerequisites: Level B2 Type: Seminar  
Semester: 1  
Lecturer Lawrie Moore-Walter

**Assessment:** continuous assessment and end-of-semester test

**Content:**

World of finance:

- Economy and economic indicators
- Financial statements
- Companies in Austria
- Showing financial expertise
- Financial markets
- Directives and sustainability reporting standards
- Business ethics
- Cryptocurrencies

English skills:

- Legal, business, and financial terminology
- Presenting, discussing, and interviewing
- Diplomatic language
- Analysis and summary writing

- Academic research and referencing
- Language of meetings
- Describing trends, figures and statistics
- Annual report language
- Understanding financial news

## German 1 (3 ECTS credits)

---

Degree Programme:	All.	Term:	Winter Semester
Semester:	Any.	Type:	Seminar
Prerequisites:	For learners without previous knowledge of German		
Lecturers:	Andrea Richter, Helma Spannagl-Schmoll		

### Assessment:

Continuous assessment; written end-of-term exam, grades 1-5

### Learning goals:

After completing German 1 students can

- understand information on some topics in their immediate environment when reading and/or listening to words and short sentences, provided they are spoken slowly, clearly and in standard language;
- understand selected questions or short statements and respond appropriately in conversations or engage in simple dialogues;
- speak briefly in monologue on some topics, e.g., introducing oneself;
- write short dialogues and simple texts, e.g. introducing oneself, including family and hobbies; • apply basic German spelling rules when writing, such as capitalization of nouns and pronouns in formal contexts;
- use simple grammar rules at level A1.1 when speaking and writing.

### Description:

The course content is designed to support students in their everyday life in a German speaking environment.

Topics:

- greetings
- introducing oneself
- using numbers (time, age, price)
- ordering food and shopping
- making appointments
- naming everyday things
- countries of origin
- family and work

- leisure activities
- university of applied sciences and campus

## German 2 (3 ECTS credits)

---

Degree Programme:	All.	Term:	Winter Semester
Semester:	Any	Type:	Seminar
Prerequisites:	Minimum level: Basic knowledge at level A1 exceeding the course content of German 1; Placement at the beginning of the course		
Lecturers:	Helma Spannagl-Schmoll		

### Assessment:

Continuous assessment; written end-of-term exam, grades 1-5

### Learning goals:

After completing German 2 students can

- understand information on some topics in their immediate environment when reading and/or listening to words and short sentences, provided they are spoken slowly, clearly and in standard language;
- understand selected questions or short statements and respond appropriately in conversations or engage in simple dialogues;
- speak briefly in monologue on some topics, e.g., in a restaurant, at a party...
- write short dialogues and simple texts, e.g. life and living in Austria, festivals, childhood
- apply basic German spelling rules when writing, such as capitalization of nouns and pronouns in formal contexts;
- use simple grammar rules at level A1+/A2 when speaking and writing.

### Description:

The course content is designed to support students in their everyday life in a German speaking environment.

Topics:

Ordering in a restaurant, eating habits, leisure activities, childhood, holiday plans, cultural life in Austria, expressing surprise and interest

## How to Entertain (3 ECTS credits)

*Please choose either "How to Manage Interactive Media" or "How to Entertain"*

Degree                      Media Management (BA)                      Term:      Winter Semester

Programme:

Semester: 1  
Lecturer tba

Type: Lecture/seminar

**Content:**

Media Contents:

- Procurement management & licensing: where does the content come from? Is it created inside the company, bought or are data and infrastructure used which already exist? (Make/Buy/Use)
- Analysis of the content: genre, storyline, aesthetic principles
- Use of creativity techniques

Media Technologies:

- Description of the interfaces of management and technologies
- Analysis of the usability of existing offers

Media Business:

- Creating an organisational chart of a company
- Particularities of media goods
- Economic significance / contribution to the GDP

Media Politics:

- Outlining a value chain: from procurement to distribution
- Analysis of the media structure of the region/Austria/Europe

Media Economics & Research:

- Analysis of media data of companies
- Research and assessment of scientific literature and studies

## How to Manage Interactive Media (3 ECTS credits)

*Please choose either "How to Manage Interactive Media" or "How to Entertain"*

Degree Media Management (BA)  
Programme:  
Semester: 3  
Lecturer tba

Term: Winter Semester

Type: Lecture/seminar

**Content:**

Media Management and Strategy

- Carrying out strategic analyses: industry sector, market, target groups, needs
- Identify market niches/gaps and trends
- Combining results and derive possibilities (business model)
- Sounding out strategic possibilities for collaborations or product areas of

- existing companies that could be expanded or connected to
- Concretising product ideas based on derivation
- Relevant key indicator systems (controlling)
- Applying project management
- Identifying phases including their work packages and milestones

Elective Module (individual priorities), e.g.

- Process management & organisational structures
- Key account management sales & marketing
- Business development, games & music

Media Production I

- Basics for online, print, radio and TV production
- In-depth production knowledge, e.g., for video

## Innovation & Entrepreneurship (3 ECTS credits)

Degree	none	Term:	Winter Semester
Programme:			
Semester:	any	Type:	Seminar
Prerequisites	Please review these Harvard Business School cases and be prepared to discuss them at the beginning of the workshop: 5 Examples of Design Thinking In Business <a href="https://online.hbs.edu/blog/post/design-thinking-examples">https://online.hbs.edu/blog/post/design-thinking-examples</a>		
Lecturer	Eliot Mannoia		

**Assessment:** Presence, participation and group work, final grade (1-5)

### Learning goals:

- Identify and apply principles of entrepreneurship and intrapreneurship to drive organisational innovation.
- Conduct market analysis to recognise opportunities.
- Leverage AI and technology for business innovation and transformation, shown by projects or case studies that solve business problems or enhance operations.
- Employ design thinking for creative problem-solving and prototyping solutions to real-world problems, evidenced by developed prototypes and reflective analysis of the creative process.

### Description:

- Life and mindset as an entrepreneur
- Intrapreneurship - driving innovation within your organisation

- Market analysis and opportunity identification
- AI and technology innovation and transformation
- Radical different ways of thinking
- Creativity and ideation techniques
- Business model innovation
- Design thinking and prototyping
- Network power - networking and building relationships
- Managing a culture of change
- Pitching and presentation skills

## **Integrated Corporate Communications (2 ECTS credits)**

Degree Programme:	Marketing and Communication (BA)	Term:	Winter Semester
Semester:	1	Type:	Lecture
Lecturers	Michaela Vadasz		

### **Learning goals:**

The students acquire a basic understanding of strategies and concepts of corporate communications.

### **Description:**

- Basics of ICC
- Models of ICC
- Marketing paradigms as determinants for ICC
- Integration dimensions
- Necessity of integration
- Planning process of ICC including core elements of ICC
- Development status of ICC in practice
- ICC in international companies

### **Further content:**

- Introduction to corporate communications (basics, communication instruments)
- Corporate identity
- Design basics

## **Intercultural Communication (4 ECTS credits)**

Degree	Management and Digital Business	Term:	Winter Semester
Programme:	(BA)	Type:	Lecture/seminar
Semester:	5		
Lecturers	Yvonne Prinzellner		

### **Learning goals:**

The students understand that interpersonal communication and interaction are shaped by cultural and occupational differences. They are familiar with the problems that can arise from the encounter of different cultures and disciplines and they are also familiar with methods for dealing with them. The students know which aspects are essential for successful intercultural communication and understand the meaning and functioning of cultural standards, stereotypes and critical incidents. Their analysis, innovation and creativity, negotiation and argumentation as well as visualisation skills are strengthened across the disciplines.

### **Description:**

Linguistic basics of intercultural communication, verbal and non-verbal communication, concept and understanding of culture, cultural standards, stereotypes and critical incidents methods, models and examples of intercultural communication, basics of communication psychology.

## **Intercultural Communication (2 ECTS credits)**

Degree	Marketing and Communication (BA)	Term:	Winter Semester
Programme:		Type:	Lecture/seminar
Semester:	3		
Lecturers	Yvonne Prinzellner, Peter Latzelsperger		

### **Learning goals:**

The students

- know the differences between intercultural communication, intercultural interaction and intercultural collaboration,
- understand the interrelationships between international organisation and management cultures,
- are able to assess the relevance of intercultural aspects for marketing, and
- know how to apply this knowledge to case studies and tasks in international marketing.

### **Description:**



The objective of this course is to sensitise the students for the importance of intercultural communication and cooperation in the context of communication professions.

Contents are:

- Culture and structural characteristics of cultures
- Intercultural awareness, communication and cooperation
- Intercultural identity management
- Intercultural learning and acculturation
- Intercultural capacity to act
- Intercultural management and project management
- Intercultural negotiation management
- Intercultural conflict management, mediation
- Basic principles of internationalisation and framework conditions of international marketing
- Cultural environmental factors and corporate communication in a cross-cultural context

## Logistics (3 ECTS credits)

Degree	Management and Digital Business	Term:	Winter Semester
Programme:	(BA)	Type:	Lecture/Seminar
Semester:	3		
Lecturers	Alexandra Anderluh		

### Learning goals:

After completion of the course, the students have an overview of the logistical sub-areas and phases as well as their incorporation in the company's added value. The students understand the basic functions of logistics and the associated supporting logistics functions. In addition, the students are proficient in the technical English vocabulary and their analysis, negotiation and argumentation skills are strengthened across the disciplines.

### Description:

Logistics concept and characterisation (origin, logistics as functional specialisation, characteristics), function-specific subsystems (storage and warehousing, transport, handling), phase-specific subsystems (procurement, production, distribution, spare parts logistics, disposal), modes of transport (road, rail, sea, air, pipeline), international contexts, digitalisation in logistics

## Marketing (2 ECTS credits)

---

Degree Programme:	Marketing & Communication (BA)	Term:	Winter Semester
Semester:	3	Type:	Lecture/Seminar
Prerequisites:	None		
Lecturer:	Andreas Weiss		

### Assessment:

Continuous Assessment

### Learning goals:

The students are familiar with the basic strategies, subareas and concepts of marketing and its basic concepts, and are able to properly classify marketing-relevant fundamental principles. They understand the objectives and tasks of marketing management and have mastered central methods used in this application area.

### Description:

- Marketing: terms and change
- Marketing planning
- Marketing management (basics)
- Marketing goals
- Marketing strategies
- Marketing mix
- Case examples

## Mobile Marketing (3 ECTS credits)

---

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter Semester
Semester:	3	Type:	Lecture/Seminar
Prerequisites:	Course in 'Media and Communications Planning' recommended		
Lecturer:	Harald Winkelhofer		

### Assessment:

- Research activities (10 points)
- Planning a mobile campaign (90 points), to be handed in at the end of the semester.

### Content:

- Basic concepts of Mobile Marketing
- The mobile consumer
- Mobile Marketing in the marketing mix

- Mobile technologies: text messaging, QR codes, Bluetooth, NFC, iBeacons, augmented reality
- Mobile strategy: how do I arrive at a mobile road map?
- Distinction mobile page – mobile app
- Mobile advertising:
  - Advertising formats and advertising options (targeting options)
  - National and international networks and pages
  - Special topics: location-based advertising and app marketing

### Practice Lab Public Relations (4 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter Semester
Semester:	5	Type:	Seminar
Lecturers	Anna Kalina-Mehr		

**Learning goals:**

After completing this course, the students are able to independently work on a task in the field of public relations.

**Description:**

Within the framework of this course, the students test and deepen their professional capacity to act in the public relations field of action. They prove that they can establish a PR concept and realise selected measures largely on their own based on a briefing and prior knowledge. In this context, they also demonstrate particular know-how in the fields of measurability and success control.

### Scouting Austrian Culture (3 ECTS credits) – in English

---

Degree Programme:	All	○	Term:	○	Winter Semester
Semester:	Any	○	Type:	○	Workshop sessions
Prerequisites:	none	○		○	
Lecturers:	Andrea Richter				

**Assessment:**

Continuous assessment, grades 1–5

**Learning goals:**

After attending the individual courses students

- will know basic facts and background information on selected country-specific topics.
- can use their knowledge for their life in Austria and for travelling in the country.

- can relate facts and experiences to their home country and draw conclusion from them.
- know some relevant sources for research on Austria.
- can prepare country-specific research results, which they have worked out alone or in a small group, for a presentation, a quiz or other collaborative activities.

**Description:**

Some topics will be a fix part of the course content, such as

- the Republic of Austria and the federal states
- geography and landmarks of Austria
- typical food and drinks
- traditions and holidays

Some Austria-related topics can be individually chosen by the students, such as history, sciences, music, sports, etc. Cross-cultural comparison and exchange will be part of the programme. A special focus is on current topics of general interest, such as media arts and artificial intelligence.

## Search Engine Marketing (2 ECTS credits)

---

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter Semester
Semester:	1	Type:	Lecture/Seminar
Prerequisites:	Previous knowledge/mastery of communication technology and regulatory approaches for media systems		
Lecturer:	David Dobrowsky		

**Assessment:**

Final examination, homework

**Content:**

- Historical development of search engines
- Search engines worldwide
- Search algorithm
- HTML source code (meta tags)
- Keyword optimization
- Semantic text optimization
- Website structure
- Mobile SEO
- Local SEO
- Link building

## Special Areas of Public Relations II (3 ECTS credits)

---

Degree Programme:	Marketing and Communication (BA)	Term:	Winter Semester
Semester:	5	Type:	Lecture/Seminar
Lecturer:	Rudolf Greinix		

### Learning goals:

The students know and understand further central topic areas of public relations.

### Description:

In addition to the in-depth overview of PR concepts and instruments, the students acquire advanced knowledge on selected special areas of PR, thereby expanding their expertise on the special areas taught in the fourth semester. The course content encompasses a specialisation in theory and practice for the following topics: product- and person-centred PR (special characteristics), PR success control, public affairs/lobbying, and storytelling.

Depending on the current developments in the industry, further focus areas are integrated as well. The students demonstrate their knowledge by reproducing what they have learnt. They also develop the ability to apply the acquired knowledge to training exercises, case studies etc. of varying complexity (transfer competence).

## The Media Project – Crisis Communications & Issues Management (9 ECTS credits)

---

Degree Programme:	all	Term:	Winter Semester
Semester:	any	Type:	Voluntary subject
Prerequisites:	none		
Lecturer:	Irmgard Wetzstein		

### Assessment:

Continuous assessment

### Content:

Students learn techniques for identifying the stages of crisis communications for an organisation starting with the process of issues identification and management and continuing through the creation of strategies and tactics before, during and after an image crisis hits the organisation. The student's ability to integrate social media and media relations tactics is demonstrated with the creation of a final crisis communications plan for an organization of the student's choice.

## Viral Marketing and Growth Hacking (2 ECTS credits)

---

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter Semester
Semester:	3	Type:	Lecture/Seminar
Prerequisites:	Previous knowledge of marketing is necessary, especially online marketing und social media communication.		
Lecturer:	Janina Lehr		

### **Assessment:**

Written examination at the end of the semester

### **Content:**

In addition to theoretical fundamentals, the students learn concrete usage scenarios. This includes:

- Fundamentals: growth hacking & viral marketing
- Planning and implementation of a growth hacking strategy (generating ideas, prioritizing, analysing data, etc.)
- Core elements of viral marketing
- Current case studies Growth Hacking & Viral Marketing
- Work on a case study