



Spotlight on Digital Business I

Winter Semester 2023/24

Language of instruction: English

Last update: 13 April 2023

Courses¹

Subject Code	Subject	Type	ECTS Credits
MMM-1	Finance and Cost Management ²	Lecture/Seminar	2
MMM-1	Digital Media & Convergence Management ²	Lecture/Seminar	3
MMM-1 or MMM-3	English for Specific Purposes 1 ² or 3 ² You can only attend one of those classes. Please choose the one that suits you best	Seminar	3
BMK-3	Marketing	Lecture/Seminar	2
MMM-1	Web Analytics and SEO ²	Lecture/Seminar	3
MMK-1	Search Engine Marketing ²	Lecture/Seminar	2
MMK-3	Viral Marketing und Growth Hacking ²	Lecture/Seminar	2
MMK-3	Mobile Marketing ²	Lecture/Seminar	3
MBC-1	Financial English ²	Seminar	5
MMK-1	Effective Business Communication in English ²	Seminar	3
LZA	Next Level Communication Workshop	Seminar	2
LZA	The Media Project – Visual Communication in Advertising	Seminar	9
DSOEK	German Language	Seminar	3
DSOEK	Scouting Austrian Culture	Seminar	3

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

¹ Subject to alterations

² Course places for incoming students are limited

Additional courses that are open to incoming students¹

(overlaps with other courses are possible)

BMD-3	Logistics ^{2 1}	Lecture/Seminar	3
BMD-3	Intercultural Communication ²	Lecture/Seminar	4
BMK-1	Integrated Corporate Communications	Lecture	2
BMK-3	Controlling ²	Lecture/Seminar	3
BMK-3	English III ²	Seminar	3
BMK-5	English V ²	Seminar	3
BMK-5	Digital and Content Marketing ²	Lecture/Seminar	2
BMK-5	Case Studies Digital Marketing ²	Seminar	1
BMK-5	Practice Lab Public Relations ²	Practice Lab	4
BMM-1 BMM-3	How to Entertain ² or How to Manage Interactive Media ² <small>You can only attend one of those classes. Please choose the one that suits you best.</small>	Seminar	3
FF	Campus and City Radio	Seminar	2
FF	E ³ UDRES ² — I Living Lab	Seminar	3

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Course Descriptions

Finance and Cost Management (2 ECTS credits)

Degree	Digital Media Management	Term:	Winter Semester
Programme:	(MA)		
Semester:	1	Type:	Lecture/Seminar
Prerequisites:	Basic knowledge of business administration and management		

Lecturer: Mladen Oremovic

Assessment:

Written end-of-term exam, case studies and presentation.

Content:

- Financing instruments and capital markets
- Liquidity management
- Investing activities und capital budgeting
- Business valuation and due diligence
- Compliance, corporate governance and financial reporting
- Effectivity and efficiency, profitability and cost management in digital value chains

Digital Media & Convergence Management (3 ECTS credits)

Degree	Digital Media Management	Term:	Winter Semester
Programme:	(MA)		
Semester:	1	Type:	Lecture/Seminar
Prerequisites:	Basic knowledge in media management, media commerce and strategic management of media assets is of advantage.		

Lecturer: Michael Berger/Tassilo Pellegrini

Assessment:

Continuous
assessment.

Content:

- Convergence & cross-media in the extended media industry
- Overview of digital revenue models (e.g. subscription, online advertising, auction)
- Integrated value creation according to Zerdick et al.
- From the value-added chain to the value-added network
- Core activities and end-customer markets in digital business
- Revenue models

- Technological foundations and enabler of convergence
- Information traffic patterns & integrated communication
- Service orientation / service-oriented architectures
- Data-driven business models

English for Specific Purposes 1 (3 ECTS credits)

Please choose either English for Specific Purposes 1 or 3

Degree Programme:	Digital Media Management (MA)	Term:	Winter Semester
Semester:	1	Type:	Seminar
Prerequisites:	Level C1		
Lecturer:	Lawrie Moore-Walter		

Assessment:

Continuous assessment.

Content:

- Vocabulary extension 1: Business English
- Presentation: leading panel discussions
- Reading and writing skills 1: Business English

English for Specific Purposes 3 (3 ECTS credits)

Please choose either English for Specific Purposes 1 or 3

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

Continuous assessment: exercises and submission of a scientific paper in English.

Content:

Scientific vocabulary, text structure, sentence structure, punctuation, semantic assessments,

self-mentioning (author in the text), citation styles and quotes

Marketing (2 ECTS credits)

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

Assessment:

Continuous Assessment

Content:

- Marketing: terms and change
- Marketing planning
- Marketing management (basics)
- Marketing goals
- Marketing strategies
- Marketing mix
 - Product policy
 - Price policy
 - Distribution policy
 - Communications policy
- Case examples

Web Analytics and SEO (3 ECTS credits)

Degree Programme:	Digital Media Management (MA)	Term:	Winter Semester
Semester:	1	Type:	Lecture/Seminar
Prerequisites:	none		
Lecturer:	Johanna Grüblbauer		

Assessment: written exam

Content:

- Introduction to web analytics with operating principles and evaluation options
- Overview of the relevant web analytics tools on the market
- Classification of search engine marketing (SEM = SEO + SEA) and comparison of relevant search engines

- SEO: operating principles Web Crawler and indexing/ranking
- SEO: on-page optimisation and off-page optimisation
- SEA: operating principles of text displays and auctions
- SEA: campaign set-up and optimisation

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

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

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

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

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)

Next Level Communications Workshop (2 ECTS credits)

Degree Programme:	Additional teaching offer	Term:	Winter Semester
Semester:	-	Type:	Seminar
Prerequisites:	None		
Lecturer:	Eliot Mannoia		

Assess

ment:

Final
presenta
tion

Content:

- Emotional intelligence
- Leadership best practices
- [Data] Storytelling
- Personality development
- Personal growth
- Psychology
- Behavioural Psychology (incl. consumers)
- Digital communications
- Advanced technologies and interfaces

The Media Project – Visual Communication in Advertising (9 ECTS credits)

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

Assessment:

Continuous assessment

Content:

- Input: theories and methods of visual communication research in advertising, case studies, readings, quizzes
- Case study: best & worse practices
- Analysis: advertising themes and campaigns, deduction of lessons learned
- Development: (visual) communication strategies

German Language (3 ECTS credits)

Degree Programme:	All.	Term:	Winter Semester
Semester:	Any.	Type:	Seminar
Prerequisites:	See below.		
Lecturers:	Doris Simhofer, Helma Spannagl-Schmoll		

Assessment:

Continuous assessment; written end-of-term exam.

Content:

Students train their speaking, writing, reading and listening skills in the German language.

The course is offered at three different levels:

- German 1: for learners without previous knowledge of German
- German 2: for learners with some knowledge of German on the [basic user level of CEFR](#)
- German 3: for learners who exceed the first basic user level

Placement tests and consultation for learners [of all levels](#) at the beginning of the semester.

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

Degree Programme:	All.	Term:	Winter Semester
Semester:	Any.	Type:	Workshop sessions
Prerequisites:	none		
Lecturers:	Doris Simhofer, Helma Spannagl-Schmoll		

Assessment:

Continuous assessment

Content:

Workshop sessions on collecting and contributing facts and experiences on Austrian geography, history, arts, music and further topics of interest, including participation in excursions.

Logistics (3 ECTS credits)

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

Content:

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.

Intercultural Communication (4 ECTS credits)

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

Content

- 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.

Integrated Corporate Communications (2 ECTS credits)

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

Content

- 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

Controlling (3 ECTS credits)

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

Content:

- 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)

English III (3 ECTS credits)

Degree	Marketing and Communication (BA)	Term:	Winter Semester
Programme:			
Semester:	3	Type:	Seminar
Lecturers	Kathrin Klarer-Engelhardt		

Content:

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.

English V (3 ECTS credits)

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

Content:

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.

Digital und Content Marketing (2 ECTS credits)

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

Content:

- 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

Case Studies Digital Marketing (1 ECTS credits)

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

Content:

- 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.

Practice Lab Public Relations (4 ECTS credits)

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

Content:

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.

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	Type:	Lecture/seminar
Lecturer	tba		

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)	Term:	Winter Semester
Programme:			
Semester:	3	Type:	Lecture/seminar

Lecturer tba

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

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.

E³UDRES² – I Living Lab (3 ECTS credits)

Degree Programme:	All	Term:	Winter Semester
Semester:	Any	Type:	Optional subject
Prerequisites:	none		
Lecturers:	Xafis Alexandros, Janja Dörsch, Hirut Grossberger, Ursula Hemetek, Nurgazina Jamilya, Christian Munk, Lisa Recnik, Marlene Schön, Marina Tomic-Hensel, Mesbahi Zahra, Paul Zeiner		

Assessment:

Continuous assessment

Content:

In the I Living Lab, students learn how to co-create a solution to a real-life problem by using the method of Design Thinking. They collaborate with other international students as well as external stakeholders. They choose your challenge from the topics of \"Health, Wellbeing and Social Inclusion for Regions\" or \"Digital Solutions & (Applied) Deep Tech for Regions\" or \"Resilient Economy & Innovation for Regions\" or \"Creative Industries for Regions' Identity\".

Together with regional stakeholders and students from all nine E³UDRES² partner universities, students will develop innovative solutions for relevant challenges.

Along the way, they will gain essential future skills and international competences such as

- Personal growth,
- Intercultural competence
- Language skills
- Global engagement
- International disciplinary learning.

Go to the [E³UDRES² website](#) for more information.