



Spotlight on Digital Business I

Winter Semester 2021/22

Language of instruction: English
Last update: 30 March 2021

Subject Code	Subject	Type	ECTS Credits
MMM-1	Finance and Cost Management	Lecture/Seminar	2
MMM-1	Digital Media & Convergence Management	Lecture/Seminar	3
MMM-1 or MMM-3	English for specific purposes 1 or 3*	Seminar	3
BMK-5	Current Issues in the Communications Industry (= International Week)	Lecture/Seminar	1
MWF-1	Financial Technologies (FinTech)	Lecture	2
MWF-3	Scientific English	Seminar	3
BMK-3	Marketing	Lecture/Seminar	2
MMM-1	Web Analytics and SEO	Lecture/Seminar	3
MMK-1	Search Engine Marketing	Lecture/Seminar	2
MMK-3	Viral Marketing und Growth Hacking	Lecture/Seminar	2
MMK-3	Mobile Marketing	Lecture/Seminar	3
LZA	Social Media Workshop	Lecture/Seminar	3
MMK-1	Effective Business Communication in English	Seminar	3
DSOEK	German Language and Austrian Culture	Seminar	3**
TOTAL			35

(subject to alterations)

*You can only attend one of those classes. Please choose the one that suits you best

Please note that due to time clashes it may not be possible to attend all courses.

Course Descriptions

Finance and Cost Management (2 ECTS credits)

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

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 Programme:	Digital Media Management (MA)	Term:	Winter Semester
Semester:	1	Type:	Seminar/Lecture
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:

The course discusses the logic and dynamics of the digital media business and ecommerce. It looks at the intersection of digital technologies, social practices and governing institutions with the aim to uncover higher order trends that influence the media sector as a whole. The theoretical assumptions laid down in the first half of the course by lecturer Tassilo Pellegrini will be accompanied by practical examples provided by Michael Berger from Styria Digital Marketplaces.

The first part of the course will investigate the dynamics of digital transformation by discussing the disruptive effects of so called "radical technologies" and its effects on the media ecosystem.

The second part of the course will discuss and illustrate digital business models and the dynamics of value creation through ecommerce and digital innovation management beyond the traditional notion of mass media.

English for specific purposes 1 (3 ECTS credits)*

Degree Programme:	Digital Media Management (MA)	Term:	Winter Semester
Semester:	1	Type:	Seminar
Prerequisites:	Level C1		
Lecturer:	tba		

Assessment:

Continuous assessment.

Content:

Writing academic English

Meetings and negotiations, management, media & digital media vocabulary,

Media-related texts, news flashes, online news = cross-cultural communication

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)

English for specific purposes 3 (3 ECTS credits) *

Degree Programme:	Digital Media Management (MA)	Term:	Winter Semester
Semester:	1	Type:	Seminar
Prerequisites:	Level C1		
Lecturer:	tba.		

Assessment:

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

Content:

- Students present current economic topics and lead discussion rounds
- Joint development of technical texts (economics/media/communication; business English – startups, business plan, takeovers; media text production, media selection, etc.)
- Expansion of vocabulary through written and oral exercises
- Assignments (written homework on predefined topics) & audio examples (podcasts) on technical topics

*you can only choose one of those classes.

Current Issues in the Communications Industry (International Week; 1 ECTS credit)

Degree Programme:	Marketing & Communication (BA)	Term:	Winter Semester
Semester:	5	Type:	Seminar/Lecture
Prerequisites:	None		
Lecturer:	Johanna Erd		

Assessment:

- 90° video clip that presents a summary of various advertising forms; can be a combination of different genres, a theme, a TV spot, a radio spot, social media, etc.

Content:

Guest lectures in advertising, communication, international communication, cultural differences, media literacy, etc.

About 150 Students will team up in groups of three and choose a brand that operates in different international markets. The assignment is to find differences in the promotional approach / advertisement between countries as well as media channels. Differences which have been identified are then presented in 90 seconds – it is up to the students to choose a format: each group can decide upon a creative presentation of their own (e.g. video, broadcast, news broadcast, social media posting/story, etc.)

Financial Technologies (FinTech) (2 ECTS credits)

Degree Programme:	Economic and Financial Communications (MA)	Term:	Winter Semester
Semester:	1	Type:	Lecture
Prerequisites:	None		
Lecturer:	tba		

Assessment:

Continuous assessment

Content:

The concept of "financial technologies" carries a twofold meaning. On the one side it signifies a specific sort of IT application, whose main purpose is the representation, management and processing of financial data and workflows. On the other side it has become one of the epitomes of disruptive innovation triggered by digital technologies and the potential of transforming an entire industry sector.

This course will elaborate on this dual nature of financial technologies (or "fintech" in short) and investigate its consequences and transformative effects on financial communications.

Scientific English (3 ECTS credits)

Degree Programme:	Economic and Financial Communications (MA)	Term:	Winter Semester
Semester:	3	Type:	Seminar
Prerequisites:	C1		
Lecturer:	tba		

Assessment:

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

Content:

Scientific vocabulary, text structure, paragraph structure, sentence structure, tone and expression in assessments of and in scientific journals, citation in English scientific texts, stylistic aspects (comma, etc.), presentation of scientific topics (e.g. research findings), hosting of scientific discussions or symposia

Marketing (3 ECTS credits)

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

Assessment:

Continuous Assessment

Content:

- Marketing: concepts and transformation
- Marketing planning
- Marketing management (basics)
- Marketing goals
- Marketing strategies
- Marketing mix
 - Product policy
 - Price policy
 - Distribution policy
 - Communications policy
- Concluding case study

Web Analytics and SEO (3 ECTS credits)

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

Assessment:

Written exam

Content:

As a basis for the contents of the course, introductory search engine topics such as search engine development, structure of SERP and snippets, basic knowledge of HTML and ranking factors are learned. More in-depth topics such as algorithms, digital analytics - KPIs or big data & web analysis in eCommerce are covered.

Parallel to this - in the form of Inverted Classroom - the courses Google Analytics for Beginners (Introduction to Google Analytics, Basic Reporting, Campaign and Conversion Tracking) & Advanced (Data Acquisition, Processing, Advanced Analysis Tools and Procedures and Marketing Tools) are completed at the Google Academy in preparation for the final Google Analytics qualification exam (IQ Certificate). Training materials include videos, demos, interactive graphics, as well as exercises, chapter tests, module exams. The respective subtasks will be practiced according to the content of the course.

The course ends with a one-day boot camp including Google IQ exam and certification with a trainer from Google Austria.

Search Engine Marketing (2 ECTS credits)

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter Semester
Semester:	1	Type:	Seminar/Lecture
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:	Seminar/Lecture
Prerequisites:	Previous knowledge of marketing is necessary, especially online marketing und social media communication.		
Lecturer:	Katharina Waldl		

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:	Seminar/Lecture
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

Social Media Workshop (3 ECTS credits)

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

Assessment:

Final presentation

Content:

The boot camp is a condensed simulation of a professional workday in marketing. In the Social Media Boot Camp, an international campaign will be developed within two days with incoming as well as local students at St. Pölten UAS.

As a scenario, an international set-up of a marketing organisation will be defined. Incoming students will represent the teams in their home markets. For the simulation, the Austrian participants in the boot camp will be divided into individual departments of a central marketing unit (= core team in the simulated headquarters).

Day 1:

- Introduction to Social Media Management with the Listening Tool from [Brandwatch](#)
- Teambuilding for the formulation of a task
- Task: Briefing for an international campaign (brand, target group, target definition)

Day 2:

- Development of the campaign in international teams with ongoing mentoring by experts / lecturers
- Ongoing coordination during the day with the nominated core team
- Presentation of the individual measures in the international markets (**basis for the grading of incoming students**)
- Final presentation of the core team

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)

German Language (3 ECTS credits)

Degree Programme:	All.	Term:	Winter Semester
Semester:	Any.	Type:	Seminar
Prerequisites:	See below.		
Lecturer:	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:	See below.		
Lecturer:	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.