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# Spotlight on Digital Business II

## Summer Semester 2021

**Language of instruction:  
English**

Last updated: 22 October 2020

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## Courses\*:

Subject Code	Subject	Type	ECTS credits
<b>M-MK</b>	Marketing Communication Skills	Seminar	<b>2</b>
<b>M-MM</b>	Digital Commerce 1: Service Orientation and Customer Experience	Lecture/Seminar	<b>2</b>
<b>DSOEK</b>	German Language and Austrian Culture	Seminar	<b>6</b>
<b>M-MK</b>	Search Engine Advertising	Seminar	<b>2</b>
<b>LZA<sup>1</sup></b>	Bootcamp Social Media	Voluntary Subject	<b>3</b>
<b>M-MK</b>	Special Lecture Event and Live Marketing	Lecture	<b>3</b>
<b>FF<sup>2</sup></b>	The Media Project	Voluntary Subject	<b>9</b>
<b>M-MM</b>	English for Specific Purposes II	Seminar	<b>3</b>
<b>M-MM</b>	Content & Programme Management	Lecture	<b>3</b>
<b>TOTAL</b>			<b>Total: 33</b>

**ATTENTION:** Subject to alterations!

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<sup>1</sup> additional teaching offer

<sup>2</sup> optional subject

## Course Descriptions

### Marketing Communication Skills (2 ECTS credits)

<b>Degree Programme:</b>	Digital Marketing & Communication (Master)	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	2	<b>Type:</b>	Seminar
<b>Prerequisites:</b>	Level B1		
<b>Lecturer:</b>	tba.		

**Assessment:** Course-continuing assessment

**Content:**

- Promoting fluency development further in the areas of
  - Presenting / Pitching
  - Leading / participating in discussions
- Process-oriented communication with stakeholders
- Vocabulary expansion in the field of marketing and communication
- Enhancing written English skills to enable effective written communication in the workplace
- Media and marketing related written texts and audio / audio-visual material

### Digital Commerce 1: Service Orientation and Customer Experience (2 ECTS credits)

<b>Degree Programme:</b>	Digital Media Management (Master)	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	2	<b>Type:</b>	Lecture/Seminar
<b>Prerequisites:</b>	Knowledge of mathematics and computers corresponding to the competence level of an academic secondary school is expected. This includes basic knowledge of logic and statistics (descriptive statistics, probability calculation) as well as knowledge about the structure and function of computers (hardware, operating system, application programs). In order to support a continuous acquisition of knowledge and competence, the course content is consecutively arranged.		
<b>Lecturer:</b>	Tassilo Pellegrini		

**Assessment:**

Course-continuing assessment

**Content:**

The course deals with the following topics:

- Introduction to customer-experience management, customer insights, customer satisfaction and the customer journey
- Service orientation in the interaction between technology, processes and business communications
- Customer-experience management in the interaction between technology, processes and business communications
- Practical case studies

## German Language and Austrian Culture (6 ECTS credits)

<b>Degree Programme:</b>	All.	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	Any	<b>Type:</b>	Seminar
<b>Prerequisites:</b>	See below.		
<b>Lecturers:</b>	Doris Simhofer, Helma Spannagl-Schmoll		

### Assessment:

Continuous assessment; written end-of-semester exam.

### Content:

Students train their speaking, writing, reading and listening skills in the German language. Furthermore, they learn about Austrian culture, e.g. history and geography, the political system, festivals, customs and traditions, food.

The course is offered at two different levels, beginners and advanced. The students' level of German is ascertained in the first session.

## Search Engine Advertising (2 ECTS credits)

<b>Degree Programme:</b>	Digital Marketing & Communication (Master)	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	2	<b>Type:</b>	Seminar
<b>Prerequisites:</b>	Previous knowledge/mastery of communication technology and regulatory approaches for media systems		
<b>Lecturer:</b>	David Dobrowsky		

### Assessment:

Final examination

### Content:

The students have comprehensive knowledge of the functions and operating principles of search engine advertising, especially Google AdWords. They have also gained experience in the practical implementation of SEA campaigns.

- Strategies of search engine advertising
- Application areas of search engine advertising
- Operating principles of SEA Tools (Google AdWords)
- Audience-targeting with SEA
- Campaign structure (campaigns, ad groups, keywords and ads)
- Performance measurement of SEA campaigns
- If possible: Google Online Marketing Challenge

## Bootcamp Social Media (3 ECTS credits)

<b>Degree Programme:</b>	Digital Media Management (Master)/ Digital Marketing & Communication (Master)	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	1-6	<b>Type:</b>	Voluntary Subject
<b>Prerequisites:</b>	none		
<b>Lecturer:</b>	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 <https://www.sprinklr.com/de/>
- 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

### Special Lecture: Event and Live Marketing (3 ECTS credits)

<b>Degree Programme:</b>	Digital Marketing & Communication (Master)	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	2	<b>Type:</b>	Lecture
<b>Prerequisites:</b>	none.		
<b>Lecturer:</b>	Hello Haas		

#### Assessment:

Final Exam (max. 24 points)

Final Exam (max. 30 points)

#### Content:

The students acquire in-depth knowledge and skills from the field of event management. In this context, the focus is on the discussion of special topics and content of this subject area.

The main focus of the course is on the "effect" of events and the presentation of cases. This applies to the use of singular events as well as the combination of events and other communication instruments (e.g. public relations, sponsoring, advertising and direct marketing). The course addresses both the cognitive level of effects and the affective and conative levels.

### The Media Project (9 ECTS credits)

<b>Degree Programme:</b>	Voluntary Subject	<b>Semester:</b>	Summer Semester
<b>Semester:</b>	all	<b>Type:</b>	Seminar
<b>Prerequisites:</b>	tba.		
<b>Lecturer:</b>	Johanna Erd, Barbara Hackl		

#### Assessment:

tba.

#### Content:

tba.

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

<b>Degree</b>	Digital Media	<b>Semester:</b>	Summer Semester
<b>Programme:</b>	Management (Master)	<b>Type:</b>	Seminar
<b>Semester:</b>	all		
<b>Prerequisites:</b>	Level B2		
<b>Lecturer:</b>	tba.		

### Assessment:

Continuous assessment

### Content:

Expansion of vocabulary 2: media English  
 presentation: techniques  
 Reading and writing skills 2: media English

## Content and Programme Management (3 ECTS credits)

<b>Degree</b>	Digital Media	<b>Semester:</b>	Summer Semester
<b>Programme:</b>	Management (Master)	<b>Type:</b>	Lecture
<b>Semester:</b>	2		
<b>Prerequisites:</b>	tba.		
<b>Lecturer:</b>	Johanna Grüblbauer		

**Assessment:** final exam

### Content:

The lecture mainly focuses on the following topics:

- Content planning and procurement
- Content architectures
- Monitoring and rich data management of digital content offers
- Analysis of success potential of digital content offers
- Curation
- Overview content management for websites and social media platforms