SBWL Digital Marketing

Marketing & Customer Analytics

Univ.Prof. Dr. Thomas Reutterer

WU WIRTSCHAFTS UNIVERSITÄT WIEN VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS

SBWL Digital Marketing
The Makeup

Digital Marketing

wu.ac.at/mca

wu.ac.at/imsm

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The Team
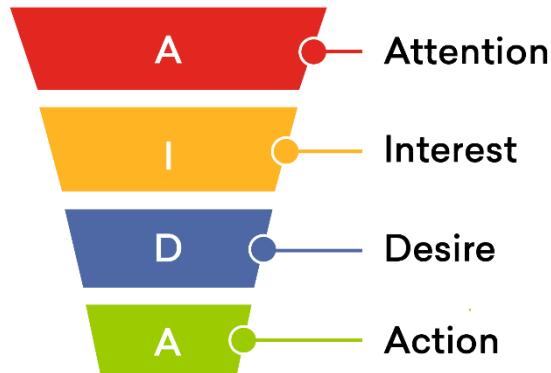
Digital Marketing

wu.ac.at/mca

wu.ac.at/imsm

Digital transformation of the marketing landscape:

> Information technology and interactive online media change the way consumers collect information, make decisions, communicate with each other and with firms, …
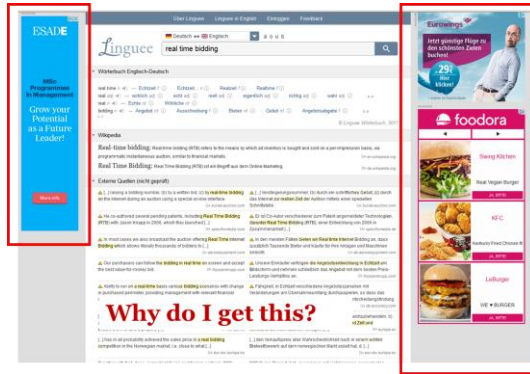
„Classical" marketing funnel:

Digital customer journey:

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Let me explain: Technology changed/s the face of marketing

Online ad displays:

Online Advertising

Why do I get this?

Online Advertising

... but why do I (still) get this?

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Let me explain: Technology changed/s the face of marketing

Online ad displays
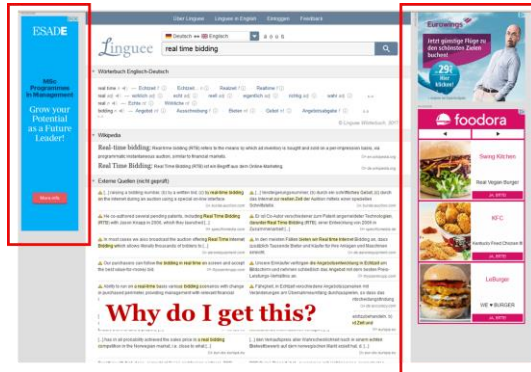
Real-time ad bidding
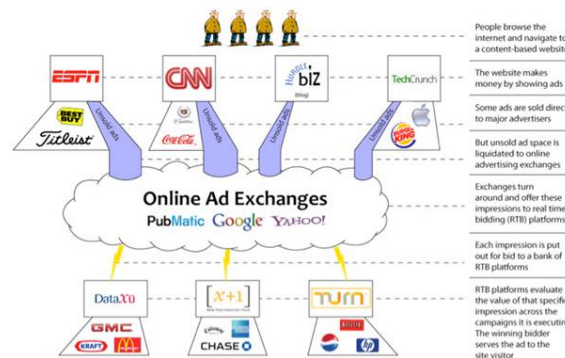
SEO / SEA marketing
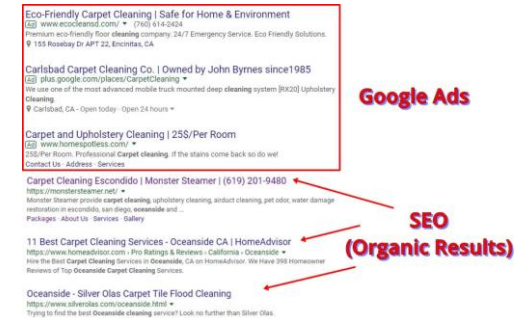
Influencer marketing

>110mn followers

Subscription services

Coronavirus sparks surge in demand for meal kit deliveries

Omni-channel
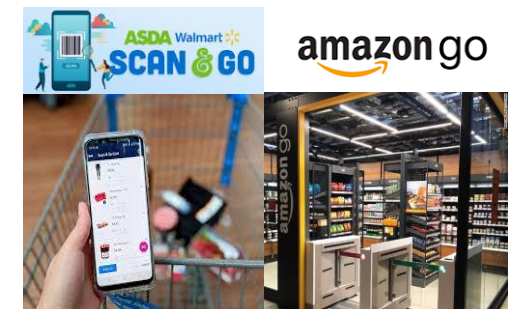
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... but there are also doubts on its effectiveness

"P&G, the world's biggest ad spender, is cutting back on targeted Facebook ads because they aren't effective"
- Business Insider, 9. August 2016

Advertising
Harvard Business Review
Does Personalized Advertising Work as Well as Tech Companies Claim?
by Bart de Langhe and Stefano Puntoni
December 16, 2021
HBR Staff/S./15 WEST/noyyimzy/Getty Images
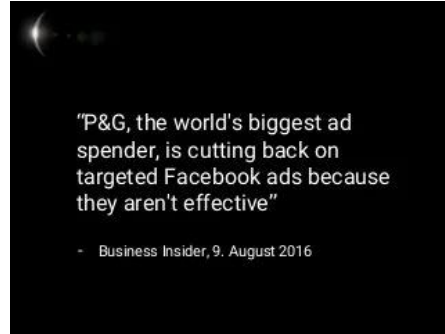
Ethics and Privacy Concerns:

NetFlix Cancels Recommendation Contest After Privacy Lawsuit
WIRED

AOL: "This was a screw up"

Cambridge Analytica
facebook

JULY 23, 2019
nature
Estimating the success of re-identifications in incomplete datasets using generative models
"... 99.98% of Americans would be correctly re-identified in any dataset using 15 demographic attributes."

SBWL Digital Marketing
The Offer

> Our specialization addresses the challenges in digital marketing and prepares students to excel in such business environments!

We offer research-driven course content to develop / strengthen your:

➢ **Management Skills:** Solving marketing related problems in a digitized economy

➢ **Analytical Skills:** You acquire methodological knowhow to support solving practical marketing problems

➢ **Transfer Skills:** Apply and implement this knowledge in real-world decision scenarios (digital marketing lab)

SBWL: digital marketing

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The Structure

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Future Managers in Digital Marketing

Bachelor Thesis at MCA or IMSM

C3: Digital Marketing Lab (2. term)

Course E1 (2. term): Elective 1

Course E2 (2. term): Elective 2

Course C1 (1. term): Digital Marketing

Course C2 (1. term): Marketing Analytics

Thesis (optional)

Lab

Electives

Core

Marketing & Customer Analytics (MCA)

Interactive Marketing & Social Media (IMSM)
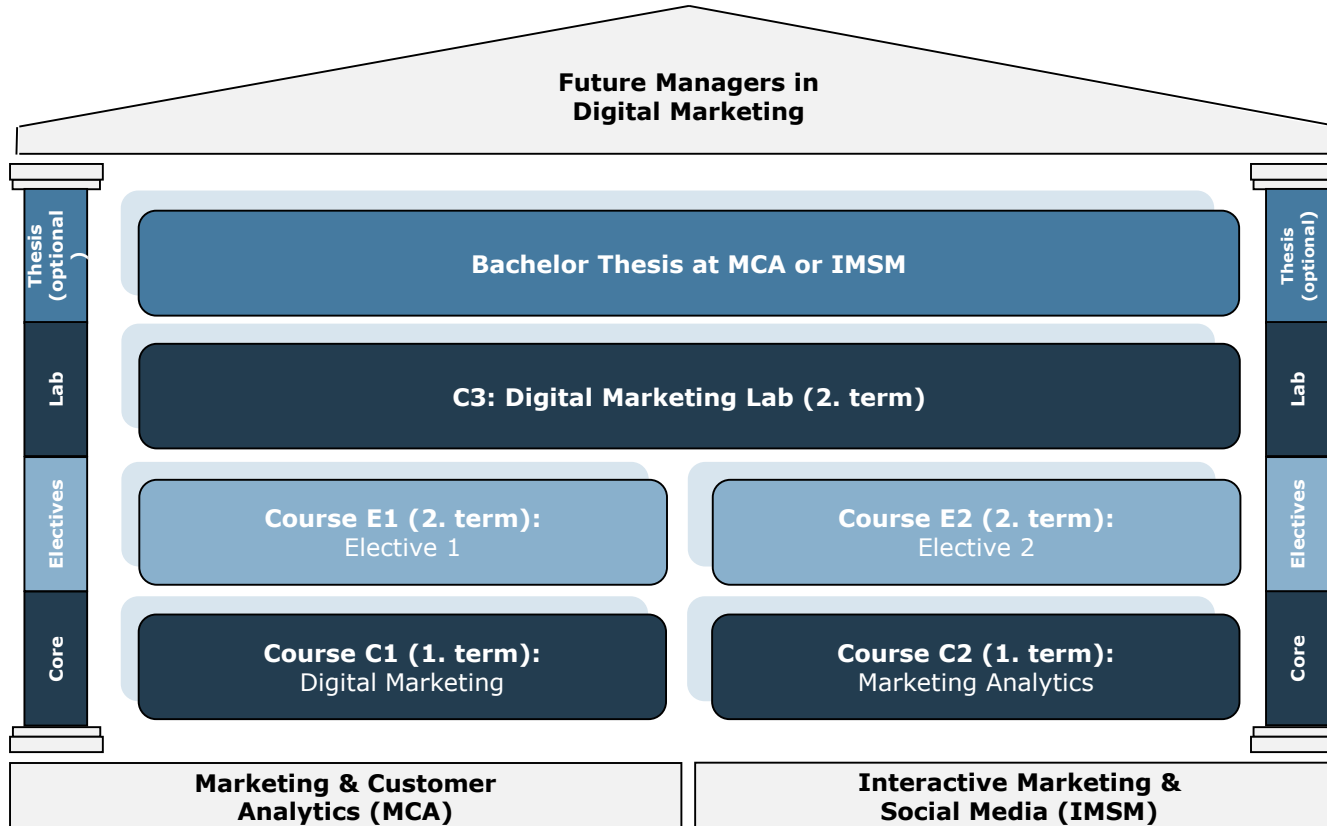
We offer ...

- Research-driven course content
- Training in first-rate tools for business analytics
- Support to translate skills into business practice
- Collaborations with commercial partners

SBWL Digital Marketing
The Lab

- Opportunity to sharpen your transfer skills: Translate your acquired knowledge into concrete operational marketing plans!

- You will work for one semester in close cooperation with our industry partners.

> Current industry partner: **pwc** & clients

Metaverse ThinkLab
WU meets PwC

Customer centricity in a digital marketing context

Build and shape the **relationships** with the **right customers**.

- **Who** should we serve?

- **How** long will they stay?

- **What** makes them happy?

- **Why** should we serve them?

- **When** should we target them?

- **When** should we NOT target them?
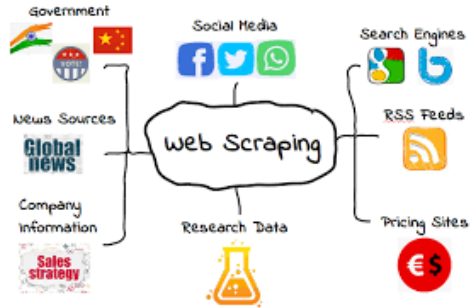
Automatic Segmentation

Feedback Analysis

Big Data – Dimensionality Reduction

Sentiment Analysis

Product Review Comparative Analysis

Summarization

Automatization

The Electives: Social Media Campaign Management

objectives & KPIs

target groups

competitive analysis

content strategy

tracking and optimizing

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The Electives: A Practical Guide to SEO and SEA Marketing

Foundations
- Technical SEO
- Content generation and optimization
- Ad optimization

Quantitative SEO & SEA Techniques
- KPIs, statistical methods, A/B testing and experimentation
- Analytical machine learning
- Generative machine learning

Practical applications
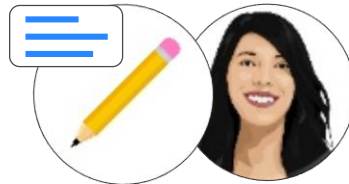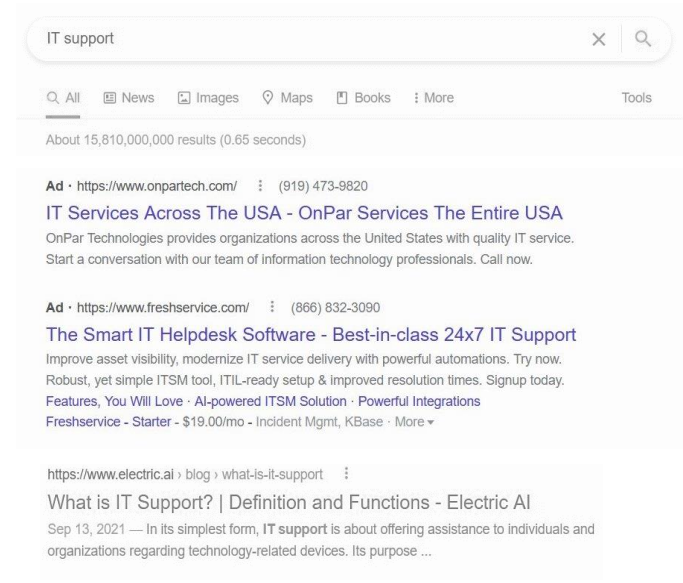
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The Electives: Growing Companies with Google Ads & Analytics

What You'll Discover:

▪ Up-to-date & practical knowledge about Google Ads campaigns

▪ How to set up your first campaigns in Google Ads

▪ Everything you need to know to take the Google Ads Certificate at the end of the course (bonus part of your grade)

▪ Important basics of Google Analytics

▪ Insights and tips from running a global marketing agency with 2000+ worldwide clients from many different industries

In theory...

So...

- What makes people talk?

- How to utilize this?

- How to set up influencer campaigns?

- And integrate them to the marketing mix?

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The Impact

Corporate Partners:

Spin-Offs & Start-Ups:

Many of our graduates are founders, C-level executives in tech-startups, partners in consulting firms, …:

- Sila Ada (Head of Data Analytics at Payla Financial Services)

- Thomas Haller (Senior Partner at Simon-Kucher & Partners)

- Nicolas March (CEO of Vathos AI Vision for Industrial Robots)

- Michael Platzer (Co-Founder & CSO @ MOSTLY AI)

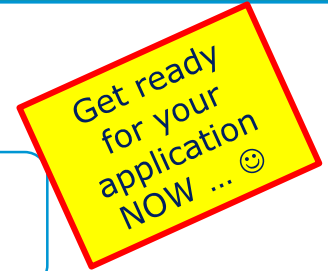- Holger Sicking (Head of Research & Data Analytics at Ö-Werbung)

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The Action

Admission Process:

Get ready for your application NOW … ☺

Step 0	• Obtain information on the program: (a) DM webpage, (b) MCA & IMSM institute sites, (c) ÖH SBWL info & Messe, (d) LinkedIn posts, …
Step 1	• Register at LPIS for course 5018 „Access to Specialization Digital Marketing" (Nadine Schröder)
Step 2	• Complete submission form and upload documents at learn@wu „Access to Specialization Digital Marketing"
Step 4	• We examine your application documents submitted via learn@wu & inform you shortly after regarding your admission using your WU email address

26-01-2023 – 30-01-2023

27-01-2023 – 31-01-2023

beginning 06-02-2023

We look forward to your application and wish you good luck!

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short.wu.ac.at/digitalmarketing
digital.marketing@wu.ac.at

www.wu.ac.at/mca

www.wu.ac.at/imsm

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