

SBWL Digital Marketing

WU
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Digital Marketing



Marketing & Customer Analytics

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wu.ac.at/mca



Institute for Interactive
Marketing & Social Media

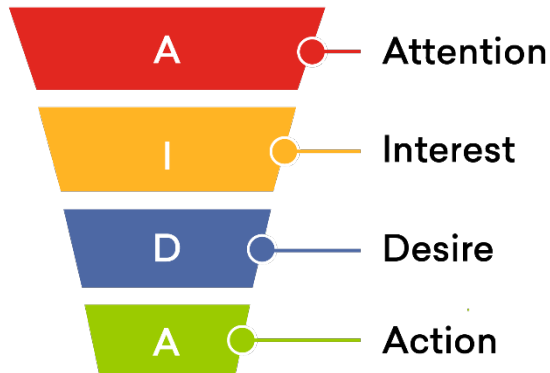
Nadia Abou Nabout
wu.ac.at/imsm



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:



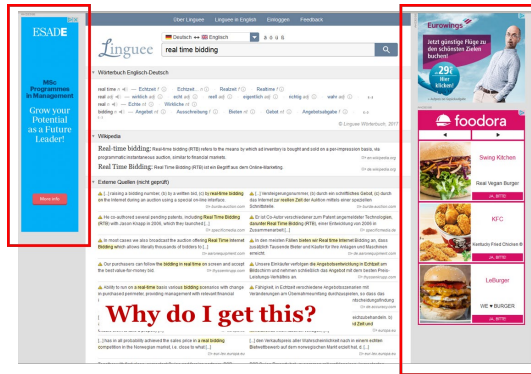
Digital customer journey:



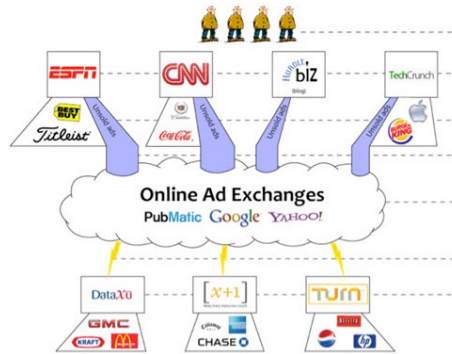
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Let me explain: Technology changed/s the face of marketing

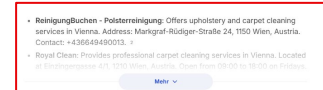
Online ad displays



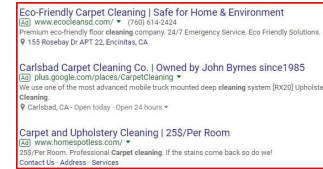
Real-time ad bidding



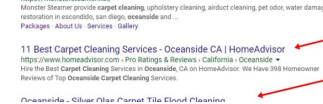
AI/ SEO/ SEA marketing



AI Search



Google Ads



SEO
(Organic Results)

Influencer marketing



Subscription services

Coronavirus sparks surge in demand for meal kit deliveries



Omni-channel



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... but there are also doubts about its effectiveness

 Amazon News / Innovation

Amazon Ads launches 'Creative Agent', new Agentic AI Tool that creates professional-quality ads

 **European Commission** @EU_Commission

AI content is getting labels.

Just like energy ratings or safety certifications help you make informed choices.

From Aug 2026, EU law will require clear labelling on:

- deepfakes
- AI-generated content
- chatbots



Google users are less likely to click on links when an AI summary appears in the results

 **FTC** @FTC

Antwort an @FTC

The rule addresses reviews & testimonials that misrepresent that they are by someone who doesn't exist, such as AI-generated fake reviews, or who didn't have actual experience w/ the business/its products or services, or that misrepresent the experience of the person giving it /3

15:15 · 14. Aug. 2024 · 2529 Anzeigen

 Digital Markets Act (DMA)

Meta commits to give EU users choice on personalised ads under Digital Markets Act

 **FEDERAL TRADE COMMISSION**
PROTECTING AMERICA'S CONSUMERS

Menu

Federal Trade Commission Announces Final Rule Banning Fake Reviews and Testimonials

 **Reuters** @Reuters

AI-generated ads should be exempt from EU transparency rules, retail association says reut.rs/4xGA94d

 **The Guardian** Eur

News Opinion Sport Culture Lifestyle

World Europe US news Americas Asia Australia Middle East Africa Inequality Global development

BUSINESS INSIDER 

Today's Briefing  **BREAKING** Microsoft Layoffs Where to Invest Trump

This year's Coca-Cola holiday ad exposes one of the biggest problems with AI-generated video



Facebook's job ads algorithm is sexist, French equality watchdog rules

Our specialization addresses challenges in digital marketing and equips students with the skills needed to succeed in these business environments!

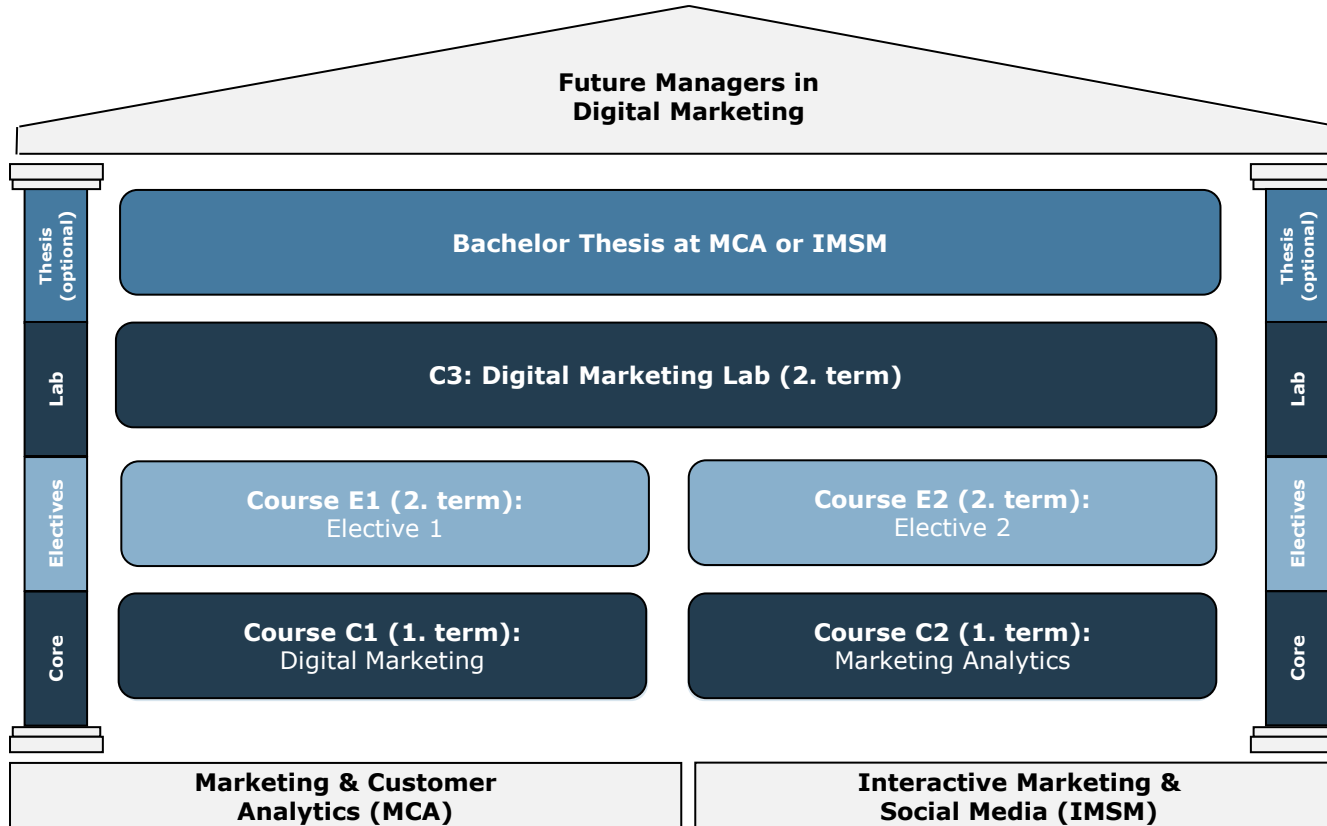
We offer research-driven course content to develop/strengthen your:

- **Management Skills:** Solving marketing-related problems in a digitized economy
- **Analytical Skills:** You acquire methodological know-how to support marketing-decision making (“quantitative intuition”)
- **Transfer Skills:** Apply and implement this knowledge in real-world decision scenarios (digital marketing lab)



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The Structure



We offer ...

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

Required Courses



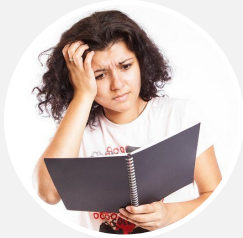
Tech and digital media are reshaping marketing

Learn to...



- Manage customer-centricity in digital environments
- Understand metrics that matter to manage the digital purchase funnel
- Analyze, build, and improve digital campaigns using state-of-the-art tools
 - Apply your skills in the Digital Marketing Challenge!
 - Get up-to-date insights from our Practitioner's Seminar Series, right after class!

Turn data into applicable marketing insights



Strategically
approach a
problem



Explore and
visualize your
data



Analyze and
test patterns
in your data



Interpret and
communicate
your results

Applied to a real-world digital marketing case

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The Lab (Acun & Stromberg)

- 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.

➤ Former industry partners:

pwc  & clients

 **signifikant**

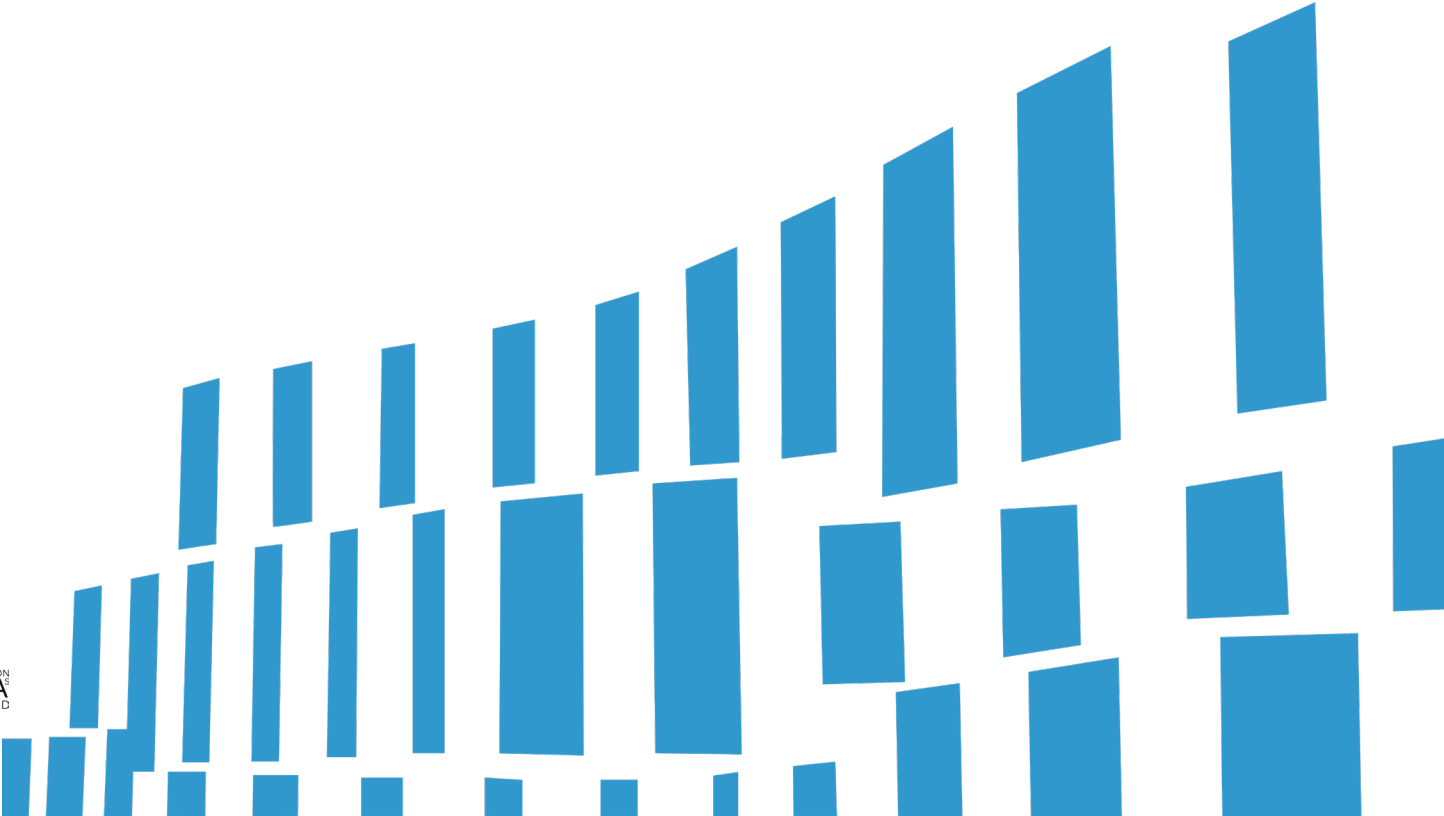
 **NielsenIQ**

WILLHABEN

**GOLDBACH
GROUP**

 **Grips**

The Electives



Online Content Analysis

**Generative AI Applications in
Marketing**

Social Media Strategy

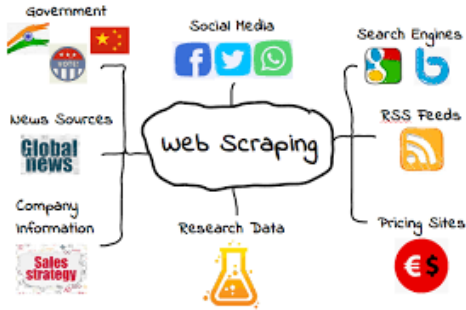
**Revolutionize Digital
Marketing Techniques with
AI & Smart Tools**

**Influencer Marketing
Campaign Management**

**Marketing Analytics
Simulation**

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The Electives: Online Content Analysis



Automatic Segmentation

Feedback Analysis

Big Data – Dimensionality Reduction

Sentiment Analysis

Product Review Comparative Analysis

Summarization

Automation



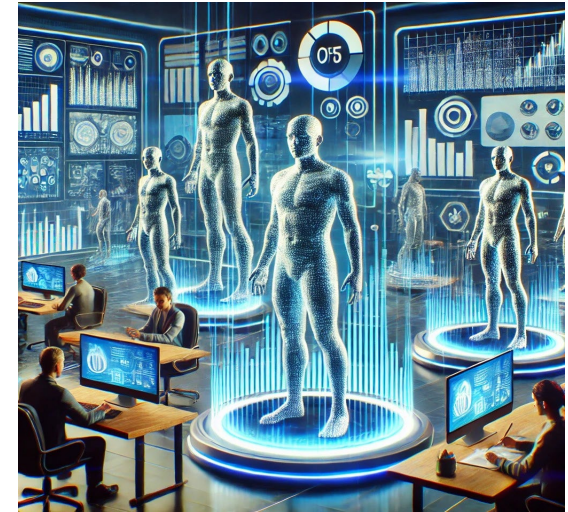
- How does it work?
- What are things it can and cannot do?



- Reading & Writing
- Brainstorming
- Analyzing data



- Market research & Gen AI
- Automating customer interactions & monitoring



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The Electives: Social Media Strategy



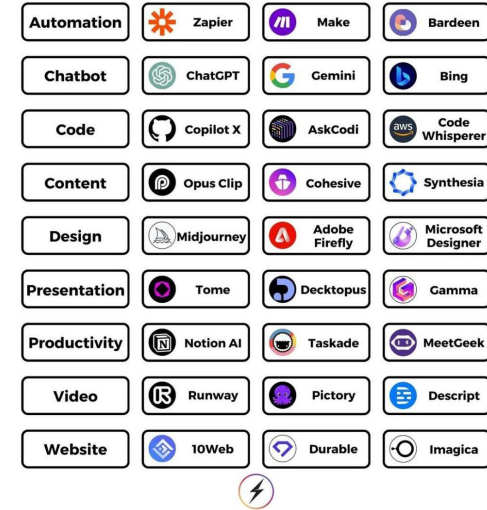
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The Electives: Revolutionize Digital Marketing Techniques with AI & Smart Tools (Wittmann)

What You'll Discover

- Transforming the classroom into a digital marketing agency where students take on roles fitting their individual skills and interests
- Hands-on collaboration in real-world marketing projects with AI-driven tools.
- Development of technical skills, essential teamwork and communication abilities.
- *Innovative Teaching Award Winner 2024*

MOST USED AI TOOLS IN 2024



See what
students are
saying about
the course:



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The Electives: Influencer Marketing Campaign Management

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 Electives: Marketing Analytics Simulation



Enrichment Courses



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Industry Applications in Digital Marketing

Get in touch with Digital Marketing Practitioners

Exclusive talks and discussions with industry experts.
Join after your Digital Marketing class!

Previous Talks in Industry Applications in Digital Marketing:



How to Be Found Online



*Gamification, Data & Sentiment
in the Smart Driver Era*



*Measuring Digital
Marketing Success*



*Artificial intelligence in
marketing and creative
practice*



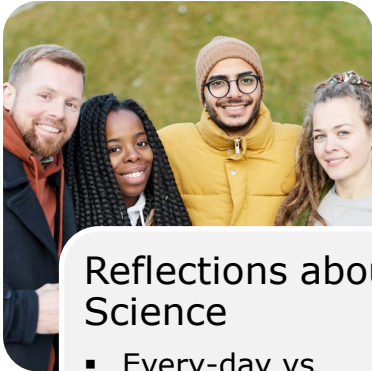
*The success formula in
digital marketing*



*Intro to customer
analytics at jöö Bonus Club*

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Standards of Academic Writing and Citation (Rychly-Resetar)



Reflections about Science

- Every-day vs scientific language
- Scientific positions & perspectives
- Social dimension of science



Organizing your Thesis

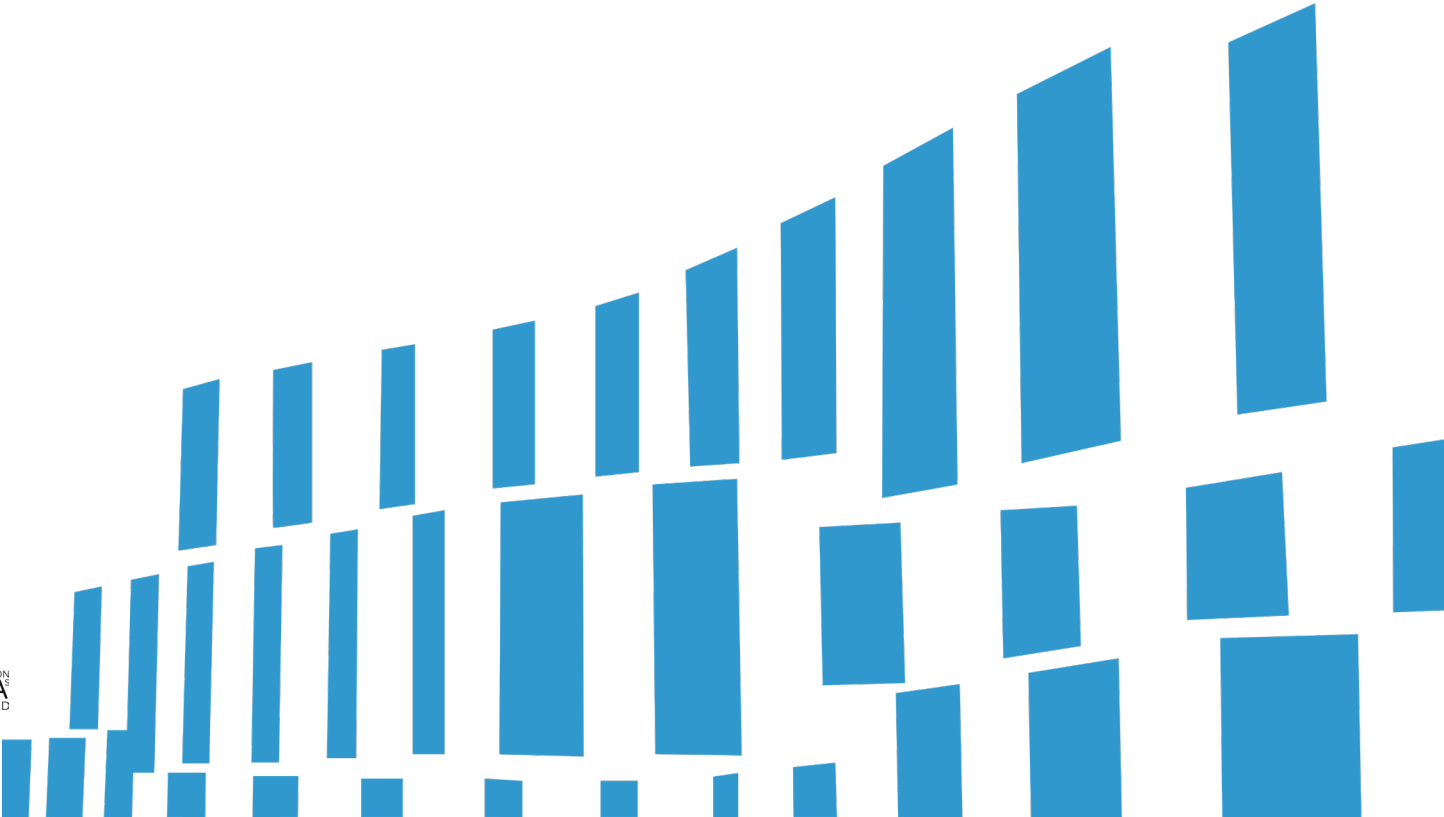
- How to find thesis topic?
- How to develop a research question?
- How to structure a thesis?



Writing your Thesis

- Searching for & citing literature
- Visualizing complex content
- Time management
- Managing writer's block

The Impact



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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)

Payla

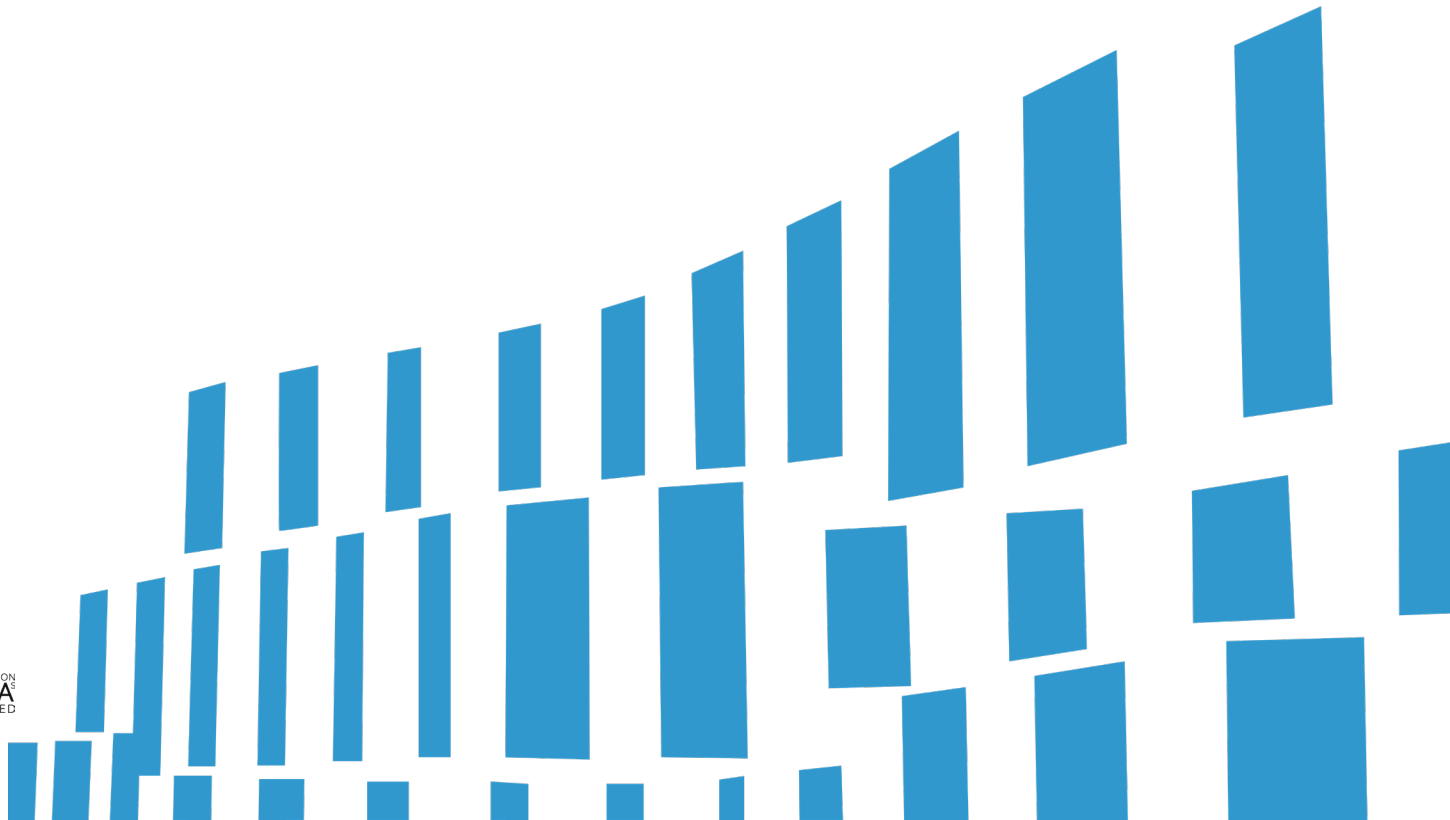
SIMON • KUCHER & PARTNERS

vathos
Agile Robotics

MOSTLY.AI

Österreich Werbung
www.austriatourism.com

Application Process



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The Action

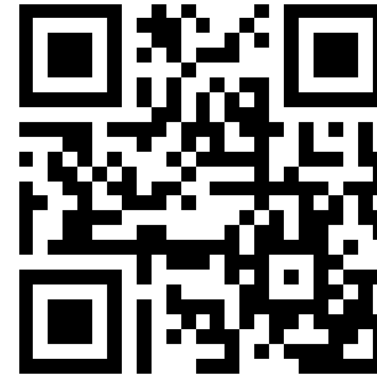
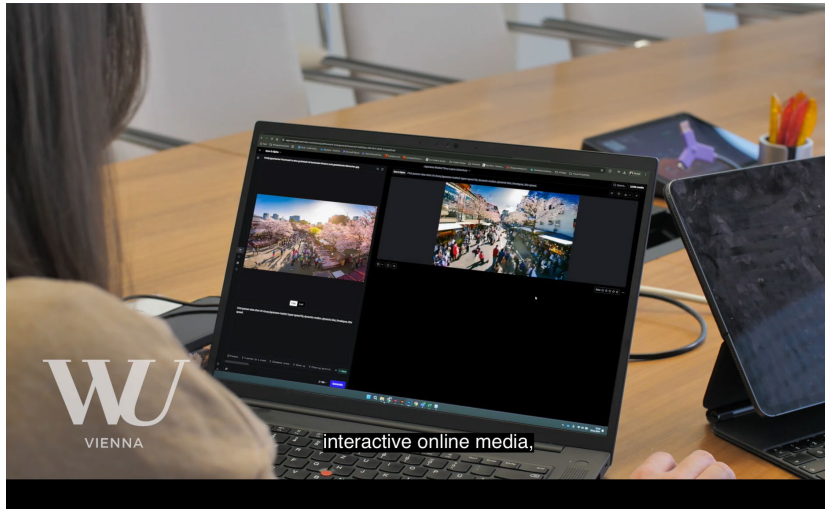


Admission Process:

[Admission to our SBWL “Digital Marketing” - Bachelor Specialization \(SBWL\): Digital Marketing - Students' Point](#)

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Watch our video



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

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digital.marketing@wu.ac.at

www.wu.ac.at/mca

www.wu.ac.at/ims

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digital
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