
Academic Course

Digital Marketing - Basics

Level of course unit: Bachelor (online – self-paced)

ECTS: 3,5

Language of Instruction: English

Course Dates: self-paced: January 07 – February 25, 2022

Course Contents:

- ✓ Introduction to digital customer behavior · Display and content advertising
- ✓ Search engine marketing and search engine optimization · E-mail marketing,
- ✓ Affiliate Marketing · Ad Games & Gamification, Web analytics · Presentation of the project results

Contact Person for registration:

Sarah Widmoser and Daniel D'Assisi
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Application Deadline: December 22, 2021

Available Spots: 10

Fee: EUR 150,-