

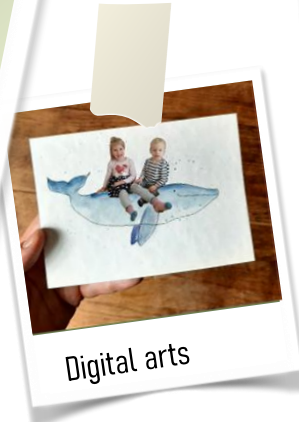


# Welcome to the specialization **Digital Marketing (English)**

Prof. Dr. Lydia Göse

# Lydia Göse: Business life

Data Scientist, Lecturer, Marketing Director





PROF. DR. LYDIA GÖSE  
Digitales Marketing an der TH Wildau

TAGESSPIEGEL

HYPER CRUNCH 



 **flaconi**

HILGER  
BOIE  
WALDSCHÜTZ



Architekten  
von Gerkan, Marg  
und Partner

**gmp**

DIE  ZEIT



Mercedes-Benz



# Our topic: Riding the digital wave

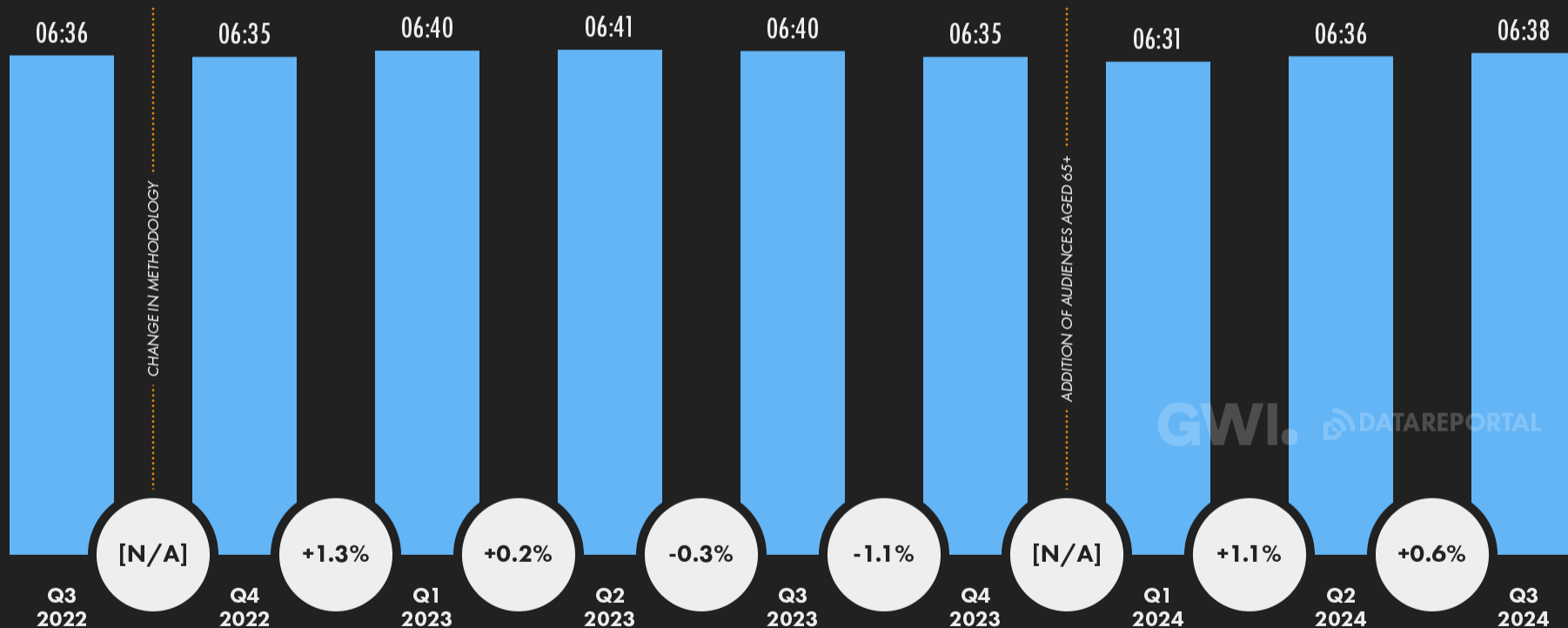


How much time  
do people  
spend on the  
Internet?

FEB  
2025

# DAILY TIME SPENT USING THE INTERNET (QOQ)

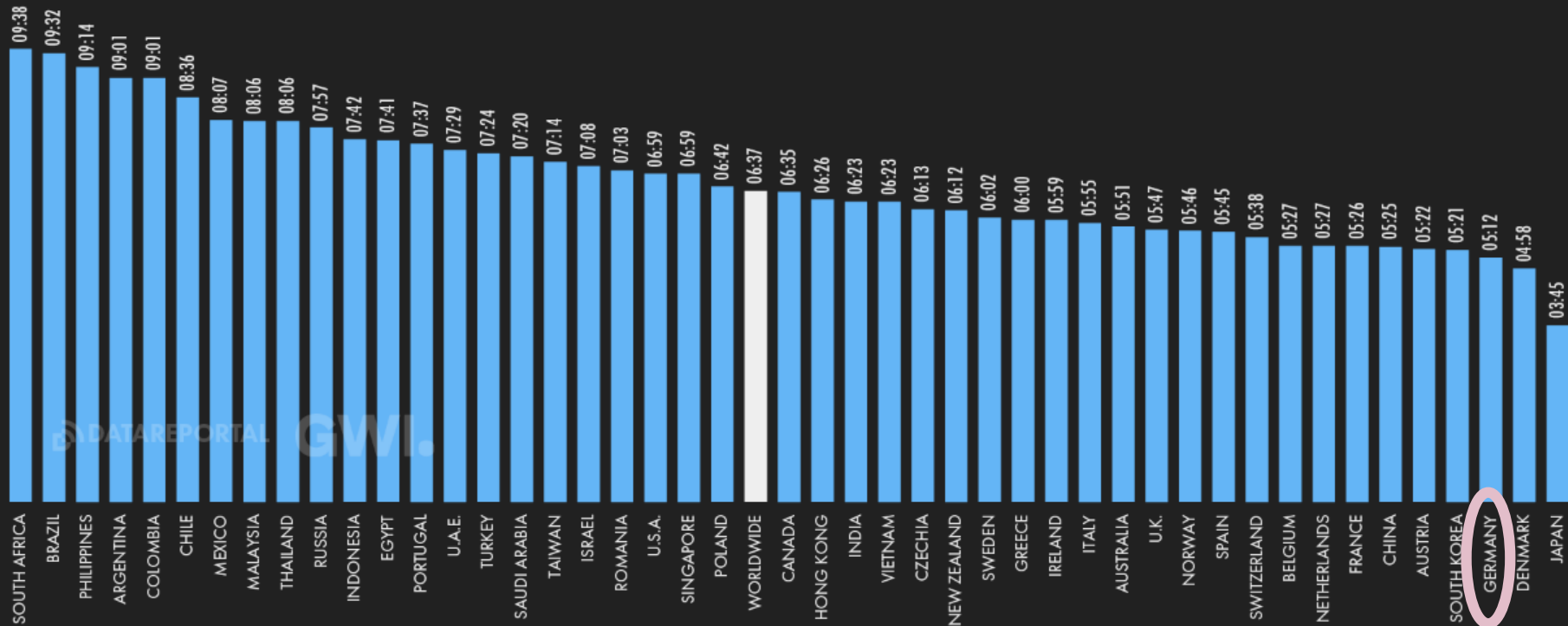
THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY



JAN  
2023

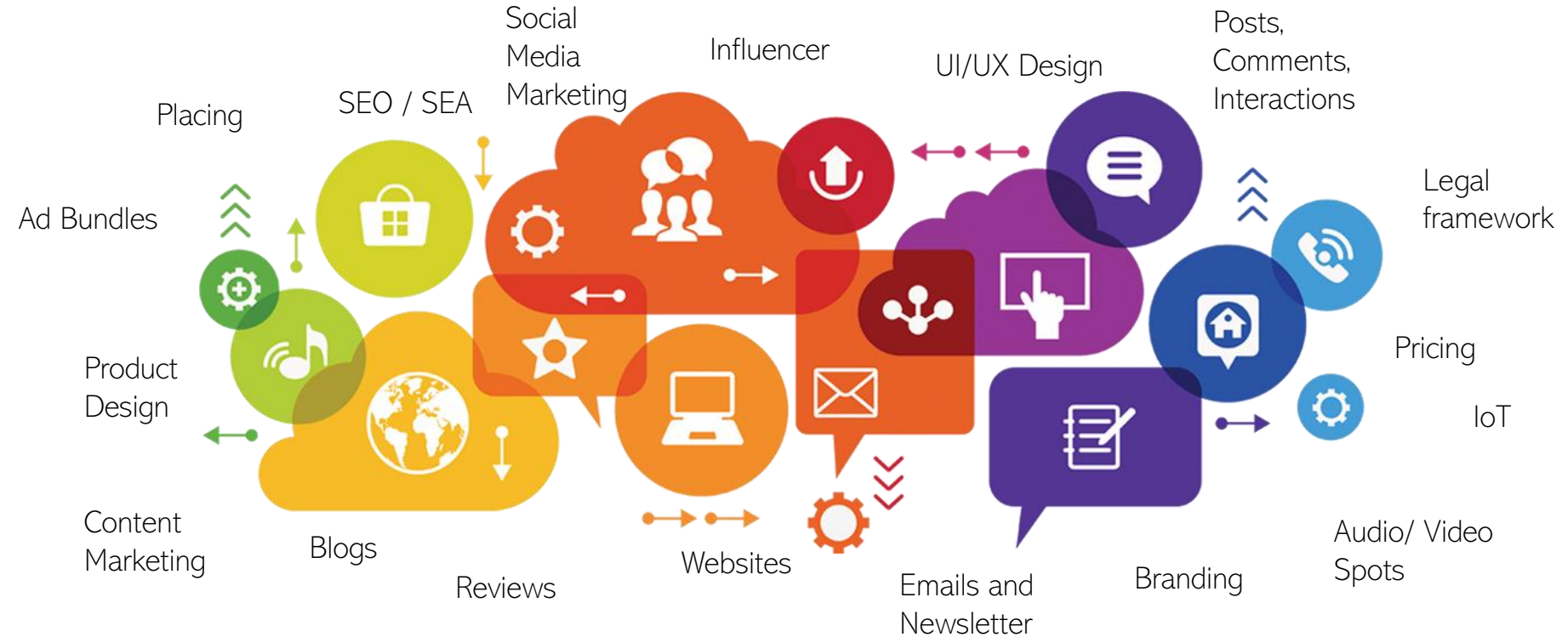
# DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



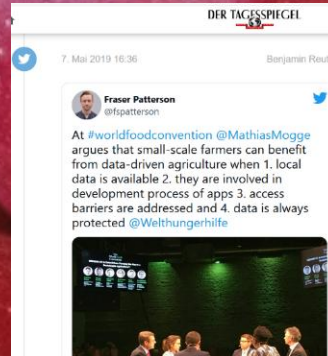
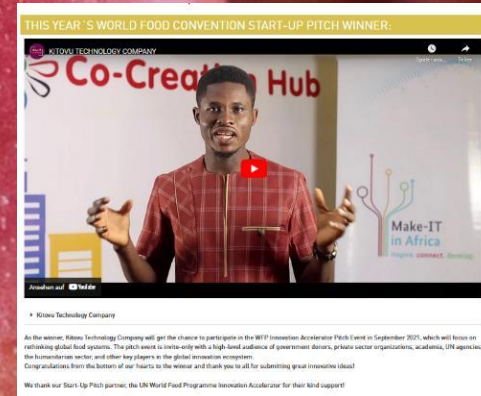
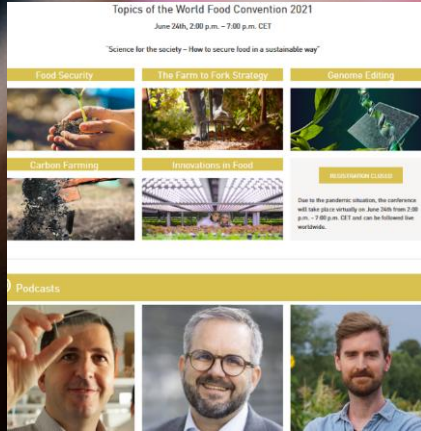


# Spectrum of Digital Marketing





# 360° Marketing



View on AI



Quelle: [//www.dreamwave.ai/share/12e89e3b-5763-41ca-9dea-73a1ab733381](https://www.dreamwave.ai/share/12e89e3b-5763-41ca-9dea-73a1ab733381)

 **Dr. Miriam Meckel** (She/Her) •  • 1st  
Co-founder + CEO ada Learning & Professor University of St. Gallen  
8h • 

👉👉👉 Neuerdings habe ich drei Beine - in diesem **#Foto**, das eine **#generativeKI** erstellt hat. Mit **#photoAI** lässt sich ein **#neuronales #Netzwerk** mit vielen Fotos trainieren, und das Ergebnis lässt sich - meist - sehen (auf ...see more

[See translation](#)



   Gesine Hansel and 710 others 59 comments • 11 reposts

 Like  Comment  Repost  Send





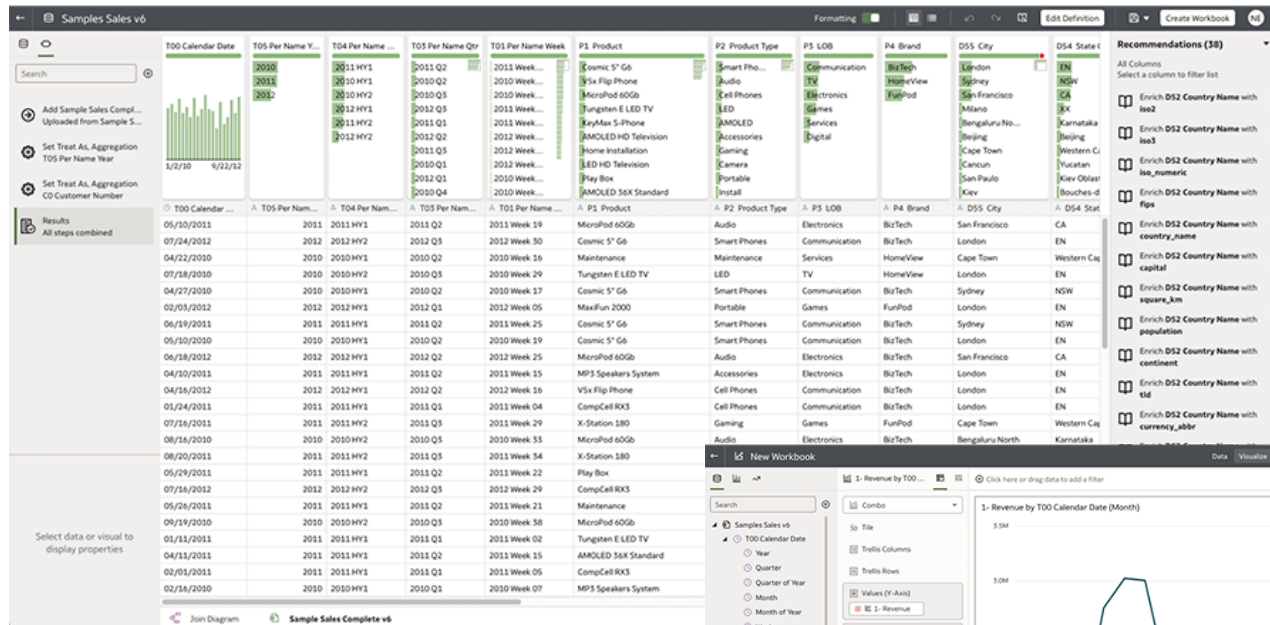
(c) Student Kai Haferkorn with Logo pony.com



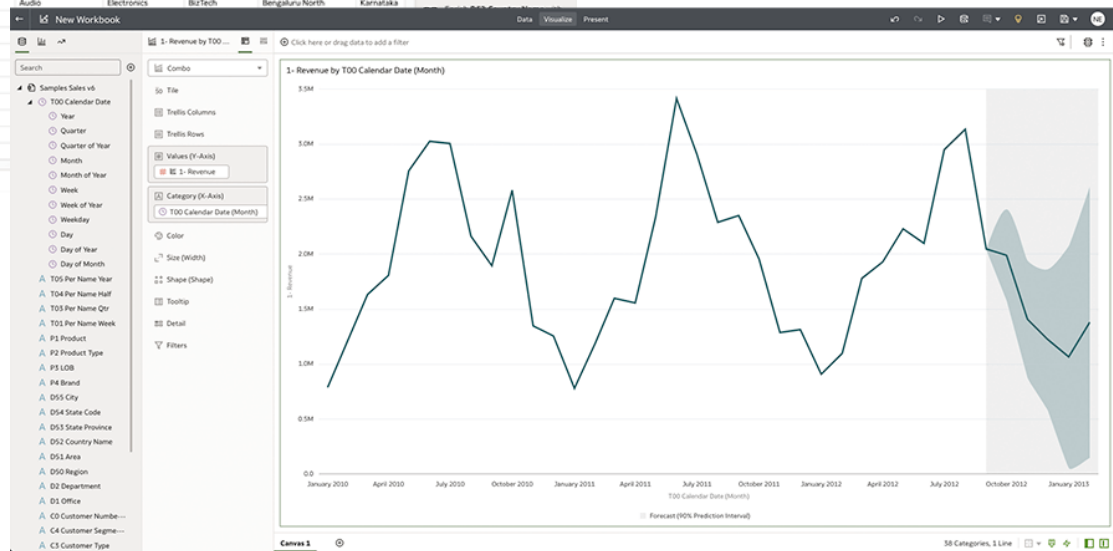
(c) Student Kai Haferkorn with his hand



(c) Student Kai Haferkorn with MS Copilot

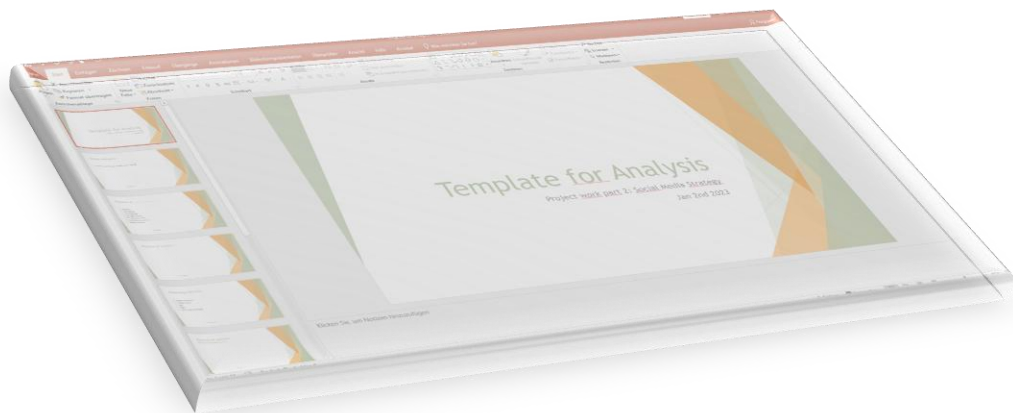


(c) Oracle Corp. with Data Quality Insights



(c) Oracle Corp. with Oracle Analytics

(INSTAGRAM)							
NAME	EBS Universität	TH Wildau	University of Cambridge	UCSD	TH INGOLOSTADT	Harvard Uni	Wolfgang Dula
# Followers	4925	2719	1.4 M	86.000	2202	21 M	19.300
Followers / Students x 100	224%	735%	4613%	203	141.57	11k	5.15%
Likes / Post	200	100	10221	9.000	24995	15k	250/1936
Likes / Post / Student x 100	91%	27%	47%	7.14	3.77	78	13%
Comment / Post	5	3	212	2	2	n/a	3/1936
Comments/Share/Like of other posts	/	/	-	-	-	140	-
Contents	Pictures	Events, Study Program, people, interviews	Events, history, Celebrations, Anniversary	Ads, about (campus)	People, buildings, research	People, Nature, Events	People and information, success stories and future opportunities
# Posts / month	5	12	25	7	24	23	13









# What skills will the marketing specialists of tomorrow need?

- Marketing basics as a foundation: strategy, tactics, theory - all with many examples
- Technology as a tool: playfully experience, understand, try out, develop further
- Skills as an exercise: entrepreneurial thinking, organization and leadership quality, teamwork skills, including psychological factors
- Creativity and utopia as thought patterns: sustainability, a world worth living in, internationality and practical orientation
- Courage, persuasiveness and intelligence in execution



# Goal: Digital Marketing Native!

## Junior Marketing Managers

### Most sought-after professions

1. Diversity & Inclusion Manager. ...
2. Customer Marketing Manager. ...
3. Business Development Manager. ...
4. Cyber Security Engineer. ...
5. Machine Learning Engineer.

<https://join.com> > recruitment-hr-blog > die-gefragtesten-...

The screenshot shows a job search interface for 'Marketing Manager' in Berlin. The search bar at the top contains 'Marketing Manager' and 'Berlin'. Below the search bar, it indicates '1.412 Treffer für Marketing Manager' and 'Jobs in Berlin im Umkreis von 30 km.'.

Filters on the left include:

- Erscheinungsdatum** (Appearance date):
  - Neuer als 24h: 68
  - Neuer als 7 Tage: 646
- Home-Office-Optionen** (Home office options):
  - Home-Office möglich: 735
  - Home-Office gewünscht: 208
- Gehalt** (Salary):

Job listings on the right include:

- Marketing ManagerIn für die Gro...** by Unibail-Rodamco-Westfield, Gropius Passagen, Berlin. Posted vor 1 Tag.
- Marketing Manager CRM (m/w/d)** by Sales Impact GmbH, Berlin. Home-Office möglich. Posted vor 1 Tag.

The screenshot shows a job listing for 'Marketing Manager' by Soothe. The listing includes the company name 'Soothe' with a 4.5-star rating and 141 reviews. The job is 'Remote' and offers a salary of '\$80,000 - \$100,000 a year' on a 'Full-time' basis. A note states: 'You must create an Indeed account before continuing to the company website to apply'. There are two buttons: 'Apply on company site' and a heart icon for saving the job.

### Job profile

- (a) Conception of marketing measures, especially in digital marketing
- (b) Independent development, coordination and coordination of marketing plans including budget planning
- (c) Implementation of marketing measures (national/international) with the help of internal and external partners, taking into account economic aspects
- (d) Monitoring and analysis of performance
- (e) Design of marketing instruments; text and images in German and English

# Modules

Digital Marketing I

Digital Marketing II

Sommer  
semester:

Basics &  
focus

Communication  
Design






Project

Winter  
semester:

design &  
practice

# Digital Marketing

## Module

	Digital Marketing I	Digital Marketing II	Communication design	Project module
Credits	5	5	5	5
SWS	4 (UE)	4 (UE)	4 (UE)	4 (P)
Form of examination	KMP: Presentation on marketing psychology (50%) und written exam (50%) 	SMP: Poster presentation on market research or social media 	SMP: Presentation of a design concept and creation of 2 own designs 	SMP: Create concepts, moods and implementations with company partners on a real task  

Campaigns, strategies, design, but also analytics, statistics, and science:  
We will go the extra mile - and you will learn everything you need.

# Digital Marketing

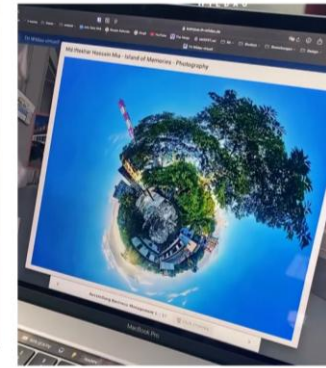
## Module Digital Marketing I

1. Basics of Digital Marketing
2. Websites
3. SEO
4. Email Marketing
5. Social Media Marketing
6. Digital Advertising
7. Online Reputation
8. Analytics
9. Personal Branding



# Digital Marketing

## Modul: Communication Design





# Digital Marketing

## Module: Digital Marketing II

### Marketing-Part

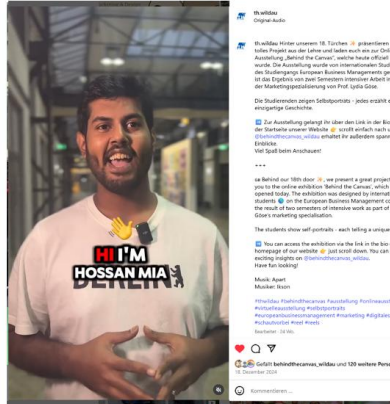
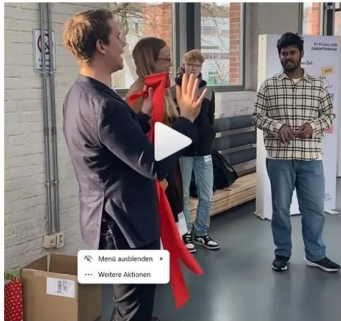
- 1 Marketing Strategies
- 2 International Marketing
- 3 Pricing strategy
- 4 Content Marketing
- 5 Social Businesses
- 6 Marketing Research





# Digital Marketing

## Modul: Project module



Digital Marketing I

Digital Marketing II

Sommer  
semester:

Basics &  
focus

Communication  
Design

Project

Winter  
semester:

design &  
practice

# Digital Marketing

Summary: Become a digital marketing native!

The Digital Marketing specialization is

- Relevant
- Practice-oriented
- Interdisciplinary

If you have any questions, simply write an e-mail or book a slot at

<https://calendly.com/lydia-goese/15min>



© Christoph Niemann