



**University of
Applied Sciences
St. Pölten**

Spotlight on Digital Business I

Winter semester 2025/26

Language of instruction: English

Last update: 18 June 2025

Courses¹

Subject Code	Subjects	Type	ECTS Credits
MMK-1	Effective Business Communication in English ²	Seminar	3
EFH-6	Emotional & Artificial Intelligence Workshop	Seminar	3
MBC-1	Financial English ²	Seminar	5
EFH-1	German 1	Seminar	3
EFH-1	German 2	Seminar	3
EFH-6	Workshop Innovation & Entrepreneurship	Seminar	3
BMK-3	Marketing ²	Lecture/seminar	2
MMK-3	Mobile Marketing ²	Lecture/seminar	3
EFH-1	Scouting Austrian Culture	Seminar	3
MMK-1	Search Engine Marketing ²	Lecture/seminar	2
EFH-6	The Media Project – Crisis Communications & Issues Management	Seminar	9
MMK-3	Viral Marketing und Growth Hacking ²	Lecture/seminar	2

We recommend incoming students not exceed 30 ECTS credits per semester!

¹ Subject to change

² Course places for incoming students are limited

Additional courses that are open to incoming students¹

(overlaps with other courses may occur)

Subject Code	Subject	Type	ECTS Credits
BMK-1	Business Administration	Lecture	2
EFH-0	Campus and City Radio	Seminar	2
BMK-5	Case Studies Digital Marketing ²	Seminar	1
BMK-3	Controlling ²	Lecture/seminar	3
BMK-5	Digital and Content Marketing ²	Lecture/seminar	2
BMK-3	English III ²	Seminar	3
BMK-5	English V ²	Seminar	3
BMM-1 BMM-3	How to Entertain ² or How to Manage Interactive Media ² You can only attend one of those classes. Please choose the one that suits you best.	Seminar	3
BMD-5	Intercultural Communication ²	Lecture/seminar	4
BMK-3	Intercultural Communication ²	Lecture/seminar	2
BMD-3	Logistics ²	Lecture/seminar	3
BMK-5	Practice Lab Public Relations ²	Practice Lab	4
BMK-5	Special Areas of Public Relations II ²	Lecture/seminar	3

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Course Descriptions

Business Administration (2 ECTS credits)

Degree: Programme:	Marketing & Communication (BA)	Term:	Winter semester
Semester:	1	Type:	Lecture
Prerequisites:	none		
Lecturer:	Verena Adam-Passardi		

Content:

- Introduction to business administration (economising, goods, shareholder and stakeholder approaches)
- Company structures, legal forms
- Organisation and organisational structures in companies
- (Functional) areas of business administration (including human resources, logistics, production, financing & investment)
- Management, strategic and operational corporate management (corporate planning)
- Introduction to process management

Campus and City Radio (2 ECTS credits)

Degree Programme:	all	Term:	Winter semester
Semester:	any	Type:	Optional subject
Prerequisites:	none		
Lecturer:	Dave Dempsey		

Assessment:

Continuous assessment

Content:

In USTP – University of Applied Sciences St. Pölten's very own radio studio, students have the chance to learn how to make radio from a real expert: Lecturer Dave Dempsey from the US is the host of the FM4 morning show by the Austrian Public Broadcasting Corporation ORF. Students of the optional subject 'Campus and City Radio' acquire basic skills in hosting, interviewing, and creating radio features. Then they jump right into working from the studio and go live on air. Students may join Dave Dempsey in hosting shows and interviewing musicians or create their own radio shows in English or their mother tongue.

Case Studies Digital Marketing (1 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	5	Type:	Seminar
Lecturer:	Fabian Bergner		

Learning goals

The students can handle relevant tools for the respective tasks on their own.

Description

- Preparation of practice examples
- Practice tools
- Analysis of existing digital marketing activities on various channels and from different perspectives: website, mobile/app, social, content marketing, VR, AR, etc.

Controlling (3 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Lecturers	Verena Adam-Passardi		

Learning goals

After completing this course, the students are familiar with the fundamental principles, functions and instruments of normative, strategic and operational controlling. They are able to apply controlling methods to solve business-related questions, especially when it comes to planning, budgeting, control and decision-making, and interpret the results.

Description

- Concept and objectives of controlling
- Controlling as a cross-cutting function
- Controlling vs management/external accounting/internal auditing
- Tasks (planning, information, coordination, reporting and controlling functions)
- Selected instruments of operational, strategic and normative controlling)

Digital and Content Marketing (2 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	5	Type:	Lecture/seminar
Lecturer:	Barbara Klinser-Kammerzelt		

Learning goals

The students understand the most important subareas of digital marketing, esp. content marketing, and can assess these areas as well as current developments and trends in terms of their relevance.

Description

- Content marketing
- Social media marketing
- Social media advertising
- Native advertising
- Tracking & cookies
- Blogger relations and influencer marketing
- Bots and artificial intelligence
- Data-driven marketing and programmatic advertising
- Video and audio advertising in the interplay of offline and online
- Agile working methods in agencies

Effective Business Communication in English (3 ECTS credits)

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter semester
Semester:	1	Type:	Seminar
Prerequisites:	at least B1 level in English		
Lecturer:	Rebecca Turner		

Assessment:

Continuous assessment; written end-of-term exam.

Content:

- Meetings and Negotiations
- Cross-Cultural Communication
- Writing Professional English
- Media and Marketing-related texts
- Expansion of vocabulary range, with a focus on Marketing, Communication and Media
- Practice in improving the skills of reading and listening in English using authentic material
- Fluency development to become more competent and effective speakers of English

Emotional & Artificial Intelligence Workshop (3 ECTS credits)

Degree Programme:	none	Term:	Winter semester
Semester:	any	Type:	Seminar
Pre-requisites:	Pre-Workshop preparation: Short questionnaires on emotional intelligence, cultural intelligence and biases to facilitate a greater understanding of yourself, identify blind spots and improve your communications skills.		
Lecturer:	Eliot Mannoia		

Assessment:

Presence, participation and group work, final grade (1-5)

Learning goals:

Emotional Intelligence (EI):

- Enhanced communication skills.
- Develop greater emotional intelligence and key leadership traits.
- Achieve enhanced awareness for transparent communications.
- Master change and self-reflection in all situations.
- Enable behaviour to build resilience.

Artificial Intelligence (AI):

- Understand digital humanism, digital psychology and value-based engineering.
- Optimise digital communications with consumer and behavioural psychology.
- Utilise strategic prompting to gain storytelling direction, ideas and content.
- Design AI driven data analysis and visualisation.

- Leverage AI and EI for empathetic communications and innovation.

Description:

- Emotional intelligence and technology
- Introduction to artificial Intelligence (use-cases)
- EI and leadership best practices
- Data analysis and storytelling
- Personality development
- Psychology / Behavioural Psychology
- Innovation through empathy
- Digital communications
- Advanced technologies and interfaces

English V (3 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	5	Type:	Seminar
Lecturers:	Stephen Hardaker, Deidre Glynn, Rebecca Turner		

Learning goals:

The students are able to confidently master situations in their professional area of activity in English.

Description:

This course is oriented towards the content “English in a professional context”. The topic areas are addressed in depth, among them the presentation of a bachelor thesis and the writing of an abstract for the bachelor thesis.

English III (3 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	3	Type:	Seminar
Lecturer:	Stephen Hardaker		

Learning goals:

The students have detailed knowledge of specialist English vocabulary and can use it in a grammatically correct manner. They are also able to hold technical presentations in English.

Description:

Just like the previous ones, this course focuses on key topics of the media and communications sector (a selection):

- Media landscapes in different countries
- Social media
- Marketing trends

In addition, the students' English communication skills are trained further.

Financial English (5 ECTS credits)

Degree Programme:	Digital Business Communications (MA)	Term:	Winter semester
Prerequisites:	Level B2 English	Type:	Seminar
Semester:	1		
Lecturer:	tba		

Assessment:

Continuous assessment and end-of-semester test

Content:

World of finance:

- Economy and economic indicators
- Financial statements
- Companies in Austria
- Showing financial expertise
- Financial markets
- Directives and sustainability reporting standards
- Business ethics
- Cryptocurrencies

English skills:

- Legal, business, and financial terminology
- Presenting, discussing, and interviewing
- Diplomatic language
- Analysis and summary writing

- Academic research and referencing
- Language of meetings
- Describing trends, figures and statistics
- Annual report language
- Understanding financial news

German 1 (3 ECTS credits)

Degree Programme:	all	Term:	Winter semester
Semester:	any	Type:	Seminar
Prerequisites:	For learners without previous knowledge of German		
Lecturers:	Andrea Richter, Helma Spannagl-Schmoll		

Assessment:

Continuous assessment; written end-of-term exam, grades 1-5

Learning goals:

After completing German 1 students can

- understand information on some topics in their immediate environment when reading and/or listening to words and short sentences, provided they are spoken slowly, clearly and in standard language;
- understand selected questions or short statements and respond appropriately in conversations or engage in simple dialogues;
- speak briefly in monologue on some topics, e.g., introducing oneself;
- write short dialogues and simple texts, e.g. introducing oneself, including family and hobbies; • apply basic German spelling rules when writing, such as capitalization of

nouns and pronouns in formal contexts;

- use simple grammar rules at level A1.1 when speaking and writing.

Description:

The course content is designed to support students in their everyday life in a German speaking environment.

Topics:

- greetings
- introducing oneself
- using numbers (time, age, price)
- ordering food and shopping
- making appointments
- naming everyday things
- countries of origin
- family and work
- leisure activities
- USTP and campus

German 2 (3 ECTS credits)

Degree Programme:	all	Term:	Winter semester
Semester:	any	Type:	Seminar
Prerequisites:	Minimum level: Basic knowledge at level A1 exceeding the course content of German 1; Placement at the beginning of the course		
Lecturers:	Andrea Richter, Helma Spannagl-Schmoll		

Assessment:

Continuous assessment; written end-of-term exam, grades 1-5

Learning goals:

After completing German 2 students can

- understand information on some topics in their immediate environment when reading and/or listening to words and short sentences, provided they are spoken slowly, clearly and in standard language;
- understand selected questions or short statements and respond appropriately in conversations or engage in simple dialogues;
- speak briefly in monologue on some topics, e.g., in a restaurant, at a party...
- write short dialogues and simple texts, e.g. life and living in Austria, festivals, childhood
- apply basic German spelling rules when writing, such as capitalization of nouns and pronouns in formal contexts;
- use simple grammar rules at level A1+/A2 when speaking and writing.

Description:

The course content is designed to support students in their everyday life in a German speaking environment.

Topics:

Ordering in a restaurant, eating habits, leisure activities, childhood, holiday plans, cultural life in Austria, expressing surprise and interest

How to Entertain (3 ECTS credits)

Please choose **either** “How to Manage Interactive Media” **or** “How to Entertain”

Degree Programme:	Media Management (BA)	Term:	Winter semester
Semester:	1	Type:	Lecture/seminar
Lecturer:	tba		

Content:

Media Content:

- Procurement management & licensing: where does the content come from? Is it created inside the company, bought or are data and infrastructure used which already exist? (Make/Buy/Use)
- Analysis of the content: genre, storyline, aesthetic principles
- Use of creativity techniques

Media Technologies:

- Description of the interfaces of management and technologies
- Analysis of the usability of existing offers

Media Business:

- Creating an organisational chart of a company
- Particularities of media goods
- Economic significance / contribution to the GDP

Media Politics:

- Outlining a value chain: from procurement to distribution
- Analysis of the media structure of the region/Austria/Europe

Media Science & Research:

- Analysis of media data of companies
- Research and assessment of scientific literature and studies

How to Manage Interactive Media (3 ECTS credits)

Please choose **either** “How to Manage Interactive Media” **or** “How to Entertain”

Degree Programme:	Media Management (BA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Lecturer:	tba		

Content:

Media Management and Strategy

- Carrying out strategic analyses: industry sector, market, target groups, needs
- Identify market niches/gaps and trends
- Combining results and derive possibilities (business model)
- Sounding out strategic possibilities for collaborations or product areas of existing companies that could be expanded or connected to
- Concretising product ideas based on derivation
- Relevant key indicator systems (controlling)
- Applying project management
- Identifying phases including their work packages and milestones

Elective Module (individual priorities), e.g.

- Process management & organisational structures
- Key account management sales & marketing
- Business development, games & music

Media Production I

- Basics for online, print, radio and TV production
- In-depth production knowledge, e.g., for video

Innovation & Entrepreneurship (3 ECTS credits)

Degree Programme:	none	Term:	Winter semester
Semester:	any	Type:	Seminar
Prerequisites	Please review these Harvard Business School cases and be prepared to discuss them at the beginning of the workshop: 5 Examples of Design Thinking in Business https://online.hbs.edu/blog/post/design-thinking-examples		
Lecturer	Eliot Mannoia		

Assessment:

Presence, participation and group work, final grade (1-5)

Learning goals:

- Identify and apply principles of entrepreneurship and intrapreneurship to drive organisational innovation.
- Conduct market analysis to recognise opportunities.
- Leverage AI and technology for business innovation and transformation, shown by projects or case studies that solve business problems or enhance operations.

- Employ design thinking for creative problem-solving and prototyping solutions to real-world problems, evidenced by developed prototypes and reflective analysis of the creative process.

Description:

- Life and mindset as an entrepreneur
- Entrepreneurship - driving innovation within your organisation
- Market analysis and opportunity identification
- AI and technology innovation and transformation
- Radical different ways of thinking
- Creativity and ideation techniques
- Business model innovation
- Design thinking and prototyping
- Network power - networking and building relationships
- Managing a culture of change
- Pitching and presentation skills

Intercultural Communication (4 ECTS credits)

Degree Programme:	Management and Digital Business (BA)	Term:	Winter semester
Semester:	5	Type:	Lecture/seminar
Lecturers	Yvonne Prinzellner		

Learning goals:

The students understand that interpersonal communication and interaction are shaped by cultural and occupational differences. They are familiar with the problems that can arise from the encounter of different cultures and disciplines and they are also familiar with methods for dealing with them. The students know which aspects are essential for successful intercultural communication and understand the meaning and functioning of cultural standards, stereotypes and critical incidents. Their analysis, innovation and creativity, negotiation and argumentation as well as visualisation skills are strengthened across the disciplines.

Description:

Linguistic basics of intercultural communication, verbal and non-verbal communication, concept and understanding of culture, cultural standards, stereotypes and critical incidents methods, models and examples of intercultural communication, basics of communication psychology.

Intercultural Communication (2 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Lecturers	Yvonne Prinzellner, Peter Latzelsperger		

Learning goals:

The students

- know the differences between intercultural communication, intercultural interaction and intercultural collaboration,
- understand the interrelationships between international organisation and management cultures,
- are able to assess the relevance of intercultural aspects for marketing, and
- know how to apply this knowledge to case studies and tasks in international marketing.

Description:

The objective of this course is to sensitise the students for the importance of intercultural communication and cooperation in the context of communication professions.

Content:

- Culture and structural characteristics of cultures
- Intercultural awareness, communication and cooperation
- Intercultural identity management
- Intercultural learning and acculturation

- Intercultural capacity to act
- Intercultural management and project management
- Intercultural negotiation management
- Intercultural conflict management, mediation
- Basic principles of internationalisation and framework conditions of international marketing
- Cultural environmental factors and corporate communication in a cross-cultural context

Logistics (3 ECTS credits)

Degree Programme:	Management and Digital Business (BA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Lecturers:	Alexandra Anderluh		

Learning goals:

After completion of the course, the students have an overview of the logistical sub-areas and phases as well as their incorporation in the company's added value. The students understand the basic functions of logistics and the associated supporting logistics functions. In addition, the students are proficient in the technical English vocabulary and their analysis, negotiation and argumentation skills are strengthened across the disciplines.

Description:

Logistics concept and characterisation (origin, logistics as functional specialisation, characteristics), function-specific subsystems (storage and warehousing, transport, handling), phase-specific subsystems (procurement, production, distribution, spare parts logistics, disposal), modes of transport (road, rail, sea, air, pipeline), international contexts, digitalisation in logistics.

Marketing (2 ECTS credits)

Degree Programme:	Marketing & Communication (BA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Prerequisites:	none		
Lecturer:	Andreas Weiss		

Assessment:

Continuous assessment

Learning goals:

The students are familiar with the basic strategies, subareas and concepts of marketing and its basic concepts, and are able to properly classify marketing-relevant fundamental principles.

They understand the objectives and tasks of marketing management and have mastered central methods used in this application area.

Description:

- Marketing: terms and change
- Marketing planning
- Marketing management (basics)
- Marketing goals
- Marketing strategies
- Marketing mix
- Case examples

Mobile Marketing (3 ECTS credits)

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Prerequisites:	Course in 'Media and Communications Planning' recommended		
Lecturer:	Harald Winkelhofer		

Assessment:

- Research activities (10 points)
- Planning a mobile campaign (90 points), to be handed in at the end of the semester.

Content:

- Basic concepts of Mobile Marketing
- The mobile consumer
- Mobile Marketing in the marketing mix
- Mobile technologies: text messaging, QR codes, Bluetooth, NFC, iBeacons, augmented reality
- Mobile strategy: how do I arrive at a mobile road map?
- Distinction mobile page – mobile app
- Mobile advertising:
 - Advertising formats and advertising options (targeting options)
 - National and international networks and pages
 - Special topics: location-based advertising and app marketing

Practice Lab Public Relations (4 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	5	Type:	Seminar
Lecturer:	Anna Kalina-Mahr		

Learning goals:

After completing this course, the students are able to work independently on a task in the field of public relations.

Description:

Within the framework of this course, the students test and deepen their professional capacity to act in the public relations field of action. They prove that they can establish a PR concept and realise selected measures largely on their own based on a briefing and prior knowledge. In this context, they also demonstrate particular know-how in the fields of measurability and success control.

Scouting Austrian Culture (3 ECTS credits) – in English

Degree Programme:	all	Term:	Winter semester
Semester:	any	Type:	Workshop sessions
Prerequisites:	none		
Lecturers:	Andrea Richter, Helma Spannagl-Schmoll		

Assessment:

Continuous assessment, grades 1–5

Learning goals:

After attending the individual courses students

- will know basic facts and background information on selected country-specific topics.
- can use their knowledge for their life in Austria and for travelling in the country.
- can relate facts and experiences to their home country and draw conclusion from them.
- know some relevant sources for research on Austria.
- can prepare country-specific research results, which they have worked out alone or in a small group, for a presentation, a quiz or other collaborative activities.

Description:

Some topics will be a fix part of the course content, such as

- the Republic of Austria and the federal states

- geography and landmarks of Austria
- typical food and drinks
- traditions and holidays

Some Austria-related topics can be individually chosen by the students, such as history, sciences, music, sports, etc. Cross-cultural comparison and exchange will be part of the programme. A special focus is on current topics of general interest, such as media arts and artificial intelligence.

Search Engine Marketing (2 ECTS credits)

Degree Programme:	Digital Marketing & Communication (MA)	Term	Winter semester
Semester:	1	Type:	Lecture/seminar
Prerequisites:	Previous knowledge/mastery of communication technology and regulatory approaches for media systems		
Lecturer:	David Dobrowsky		

Assessment:

Final examination, homework

Content:

- Historical development of search engines
- Search engines worldwide
- Search algorithm
- HTML source code (meta tags)
- Keyword optimization

- Semantic text optimization
- Website structure
- Mobile SEO
- Local SEO
- Link building

Special Areas of Public Relations II (3 ECTS credits)

Degree Programme:	Marketing and Communication (BA)	Term:	Winter semester
Semester:	5	Type:	Lecture/seminar
Lecturer:	Rudolf Greinix		

Learning goals:

The students know and understand further central topic areas of public relations.

Description:

In addition to the in-depth overview of PR concepts and instruments, the students acquire advanced knowledge on selected special areas of PR, thereby expanding their expertise on the special areas taught in the fourth semester. The course content encompasses a specialisation in theory and practice for the following topics: product- and person-centred PR (special characteristics), PR success control, public affairs/lobbying, and storytelling.

Depending on the current developments in the industry, further focus areas are integrated as well. The students demonstrate their knowledge by reproducing what they have learnt. They also develop the ability to apply the acquired knowledge to training exercises, case studies etc. of varying complexity (transfer competence).

The Media Project – Crisis Communications & Issues Management (9 ECTS credits)

Degree Programme:	all	Term:	Winter semester
Semester:	any	Type:	Additional teaching offer
Prerequisites:	none		
Lecturer:	Irmgard Wetzstein		

Assessment:

Continuous assessment

Content:

Students learn techniques for identifying the stages of crisis communications for an organisation starting with the process of issues identification and management and continuing through the creation of strategies and tactics before, during and after an image crisis hits the organisation. The student's ability to integrate social media and media relations tactics is demonstrated with the creation of a final crisis communications plan for an organisation of the student's choice.

Viral Marketing and Growth Hacking (2 ECTS credits)

Degree Programme:	Digital Marketing & Communication (MA)	Term:	Winter semester
Semester:	3	Type:	Lecture/seminar
Prerequisites:	Previous knowledge of marketing is necessary, especially online marketing und social media communication.		
Lecturer:	Iva Hauk		

Assessment:

Written examination at the end of the semester

Content:

In addition to theoretical fundamentals, the students learn concrete usage scenarios. This includes:

- Fundamentals: growth hacking & viral marketing
- Planning and implementation of a growth hacking strategy (generating ideas, prioritizing, analysing data, etc.)
- Core elements of viral marketing
- Current case studies Growth Hacking & Viral Marketing
- Work on a case study