

Course description

Marketing Technology - Digital Marketing with Data and Automation

The world of marketing has become the world of technology. This course will give an overview of the development of marketing technologies with the rise of the Internet. You will learn about providing a status quo of the current market players and how to utilize modern technologies for data-driven marketing. Guests from the industry and live experiences will give the participants a jumpstart in the topic. In particular, the following skills and capabilities will be trained:

1. Understanding how to conduct better marketing with better technologies
2. Knowing the global playing field of marketing technology with a focus on Europe
3. Building a general strategy for setting up a useful marketing technology stack
4. Understanding how to assess and best identify relevant technology providers

The main topics of this course will be:

1. Overview and History of Marketing Technology
2. Software and Technology Stack
3. Data and Analytics as the Foundation of Marketing Technology
4. Advertising and Automation
5. Content and Design
6. Legal Implications
7. Case Studies and Interviews

