

# SBWL Service & Digital Marketing



Dr. habil. Nadine Schröder  
Institute for Service Marketing and Tourism

## SBWL Service & Digital Marketing



SERVICE  
MARKETING

[www.wu.ac.at/sm](http://www.wu.ac.at/sm)

**IMSM** 

Institute for Interactive  
Marketing & Social Media

[www.wu.ac.at/imsm](http://www.wu.ac.at/imsm)

# Why Service & Digital Marketing?

## Service sector major driver in economy

### “Service industry” (in % of Gross Domestic Product)

- Hong Kong: 88,7%
- Luxemburg: 78,6%
- USA: 76,9%
- **Austria: 62,7%**
- Germany: 62,1%
- China: 53,3%

**Tourism: 7,3%**

Austria is No. 1 worldwide  
(127,89 Mio overnight stays)

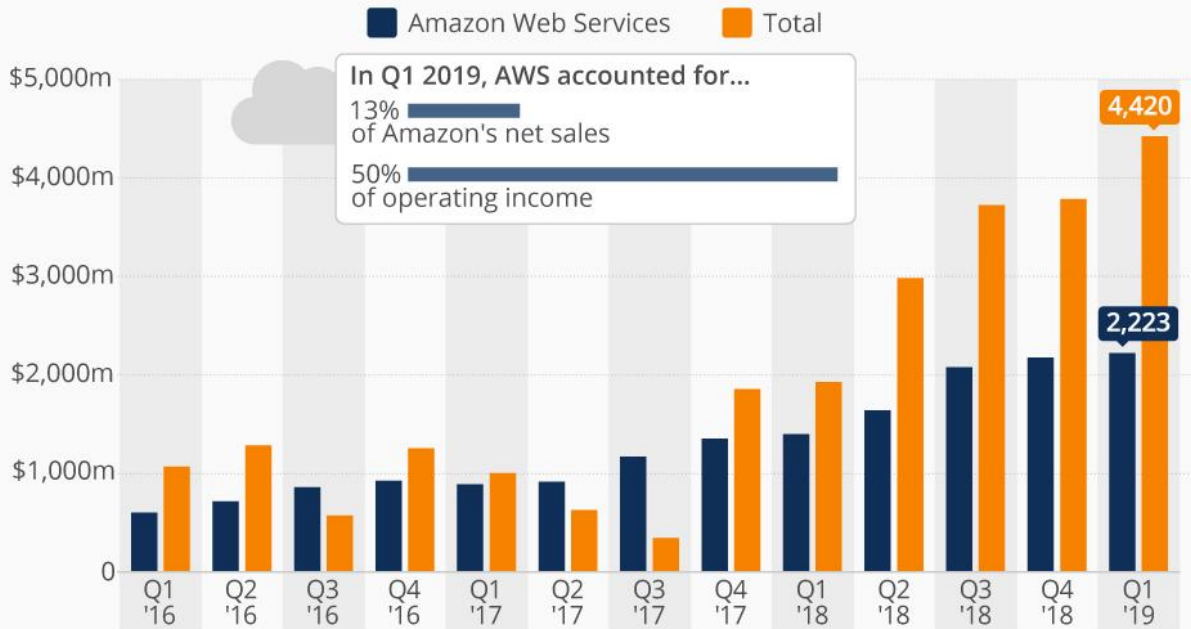
Sources: Weltbank and statista, Data 2018

# Why Service & Digital Marketing?

## Services in the digital age ...

### Cloud Business Drives Amazon's Profits

Amazon's quarterly operating profit (in million U.S. dollars)



@StatistaCharts Source: Amazon

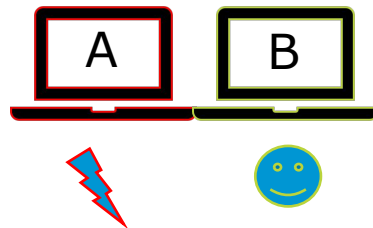
statista

# Why Service & Digital Marketing?

## Digital Marketing

- Everything we do & teach is connected to the **digital age**.
- Many marketing tools such as **search engine advertising** and **influencer marketing** just didn't exist in the old age.
- **Digital marketing & marketing analytics** go hand in hand. A big part of this is also **A/B testing** and **experimentation**.

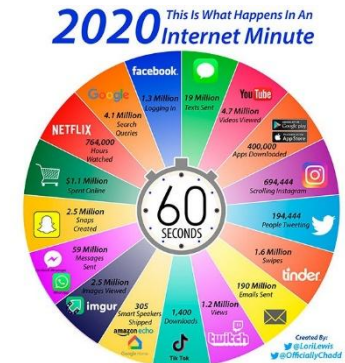
Google



# Why Service & Digital Marketing?

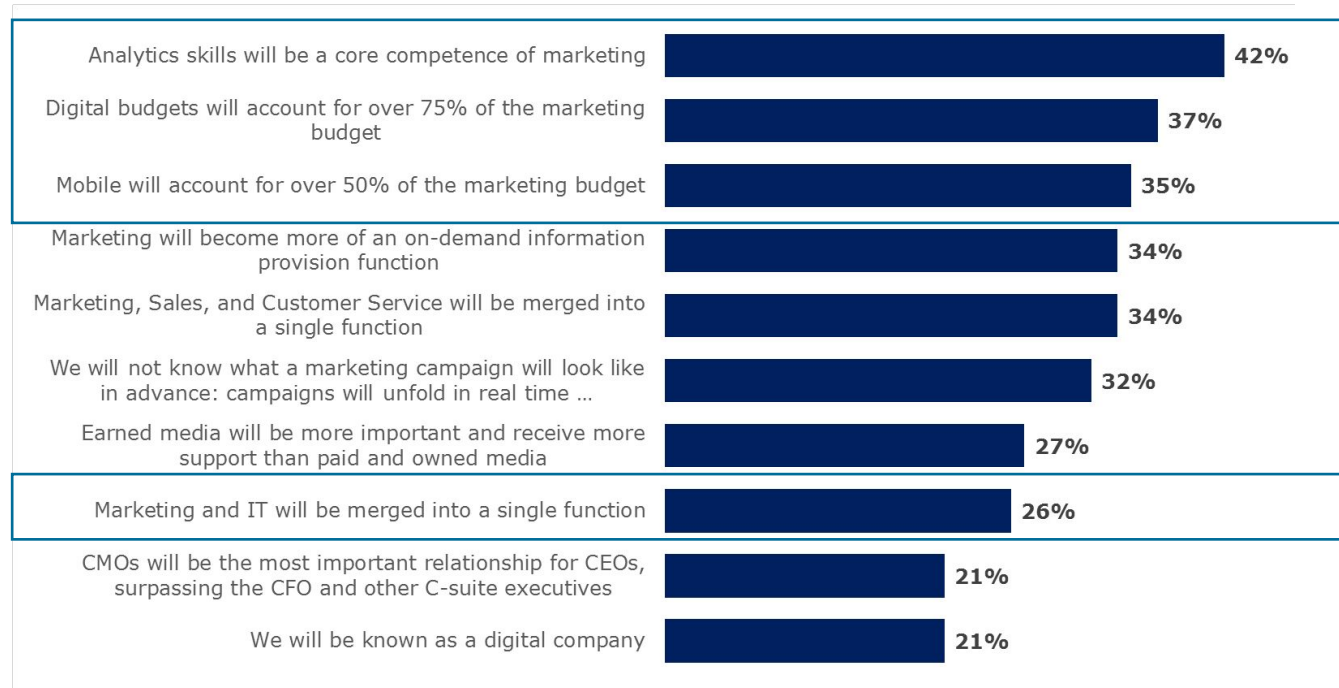
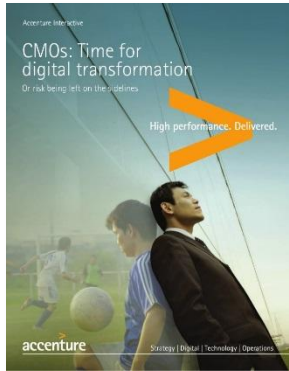
## Digitales Marketing gets more and more important

- Focus on digital transformation of firms and societies:  
Information technology and interactive media dramatically change the way we consumers collect information, communicate among each other and with firm
- Implikationen for Marketing:
  - *Price*: many services are free of charge (e.g., Freemium)
  - *Product*: many companies do not sell products any more ("Platform Economy")
  - *Promotion*: vast increase of digital channels (e.g., SEM, SEO, Influencer Marketing, social networks, viral Marketing)
  - *Distribution*: digital channels become more and more important (2016: +24%)
- Analytic skills become important ("Data-Driven Marketing")



# Why Service & Digital Marketing?

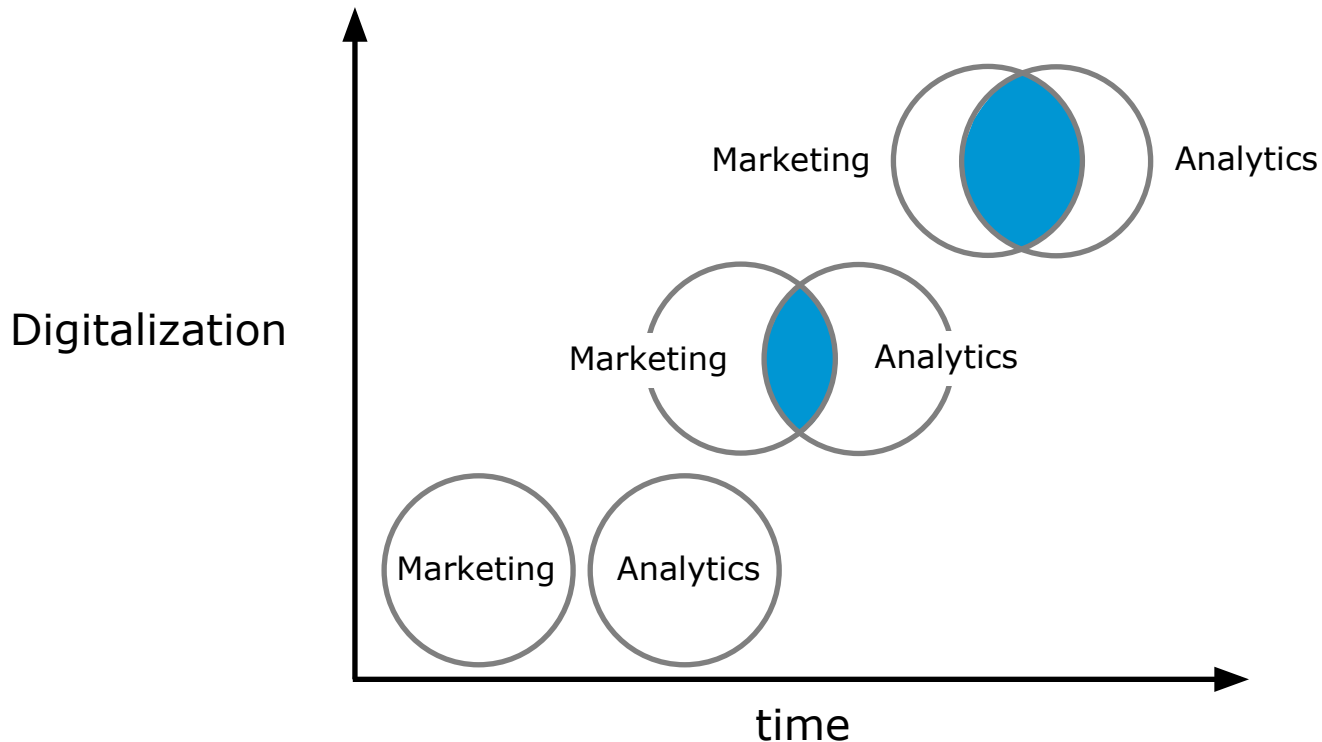
## Fundamental changes in marketing



% of 581 senior marketers around the world  
Quelle: 'CMOs: Time for digital transformation', Accenture Interactive (2014)

# Why Service & Digital Marketing?

## Data Analytics become more and more important





# SBWL Service & Digital Marketing

## Teaching focus and goals

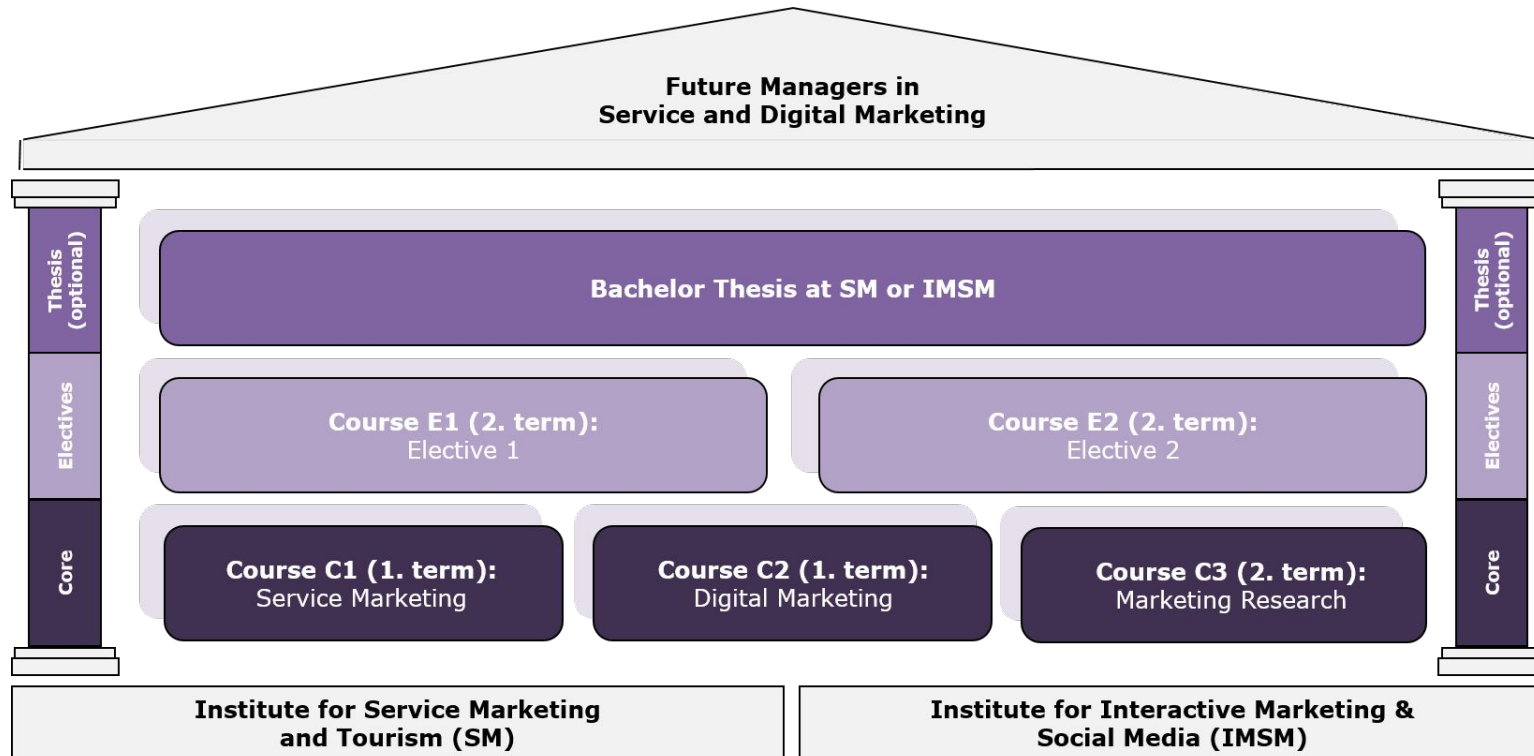
### Our SBWL combines science and practice:

- **Management Skills:** Solving marketing related problems in a digitized economy
- **Analytical Skills:** Methodological knowledge to solve practical Marketing problems
- **Transfer Skills:** Apply and implement methodological knowledge in digital marketing lab

Our specialization addresses current challenges in digital marketing and prepares students to excel in such business environments!

# SBWL Service & Digital Marketing

## Structure of SBWL



- **Service Marketing:** „...Wie werden Erwartungen und Wahrnehmungen der Service-Qualität gemessen?...”
- **Digital Marketing:** „...covers the most important digital marketing instruments and aims to teach students the skills needed to analyze, build and improve digital marketing campaigns...”
- **Marketing Research:** “...Interpret statistical analyses used in the field of marketing....perform exploratory data analysis...”
- **Digital Marketing Lab:** „...companies will come up with digital & data-driven marketing challenges and you’re going to solve them with your fellow students...”

# SBWL Service & Digital Marketing

## What do we offer (elective examples)

- **Influencer Marketing:** "...Überblick über Strategien, Erfolgsfaktoren, Instrumente und rechtliche Rahmenbedingungen..."
- **Paid Advertising:** "...create your own account and campaigns during the course...Once you're done with the course, you're all set to take the Google Ads certification..."
- **Text Analysis for Marketing:** "...learn from basic to advanced techniques of text manipulation...find decision making solutions which are useful for consumers and managers alike..."
- **Exploiting Data – The Machine Learning Approach:** "...introduces a small starter-set of simple (yet powerful) machine learning methods including their theoretical background, with practical hands-on exercises...to make data-driven decisions wherever data is available ..."
- **Hot Topics – Digital Marketing Simulation:** "...This simulation allows you to test different keywords and bidding strategies in search engine advertising, test different versions of emails to reach out to your existing customer base, and optimize your landing pages. All while you compete against your rival companies to get the most customers..."
- **Marketing for the Climate:** "...we'll look at the climate crisis from our marketing perspectives, and try to figure out what our role is in the fight for a better future..."

# Institute for Service Marketing and Tourism (SMT)



- Head of institute: Prof. Dr. Reutterer
- [www.wu.ac.at/sm](http://www.wu.ac.at/sm)



- Head of institute: Prof. Dr. Abou Nabou
- [www.wu.ac.at/imsm](http://www.wu.ac.at/imsm)

# Why Service & Digital Marketing?

## Our research and teaching has impact

**Start-ups and spin offs:** many of our graduates are founders and/or are employed in tech-startups and/or consulting

- Sila Ada (Senior Data Scientist at BehaviorQuant)



- Simon Haller (Senior Partner at Simon-Kucher & Partners)



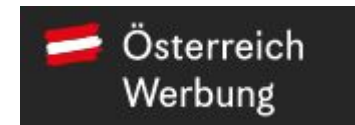
- Nicolas March (CEO of Vathos GmbH – AI Vision Software for Industrial Robots)



- Michael Platzer (Co-Founder & Chief Strategy Officer @ MOSTLY AI)

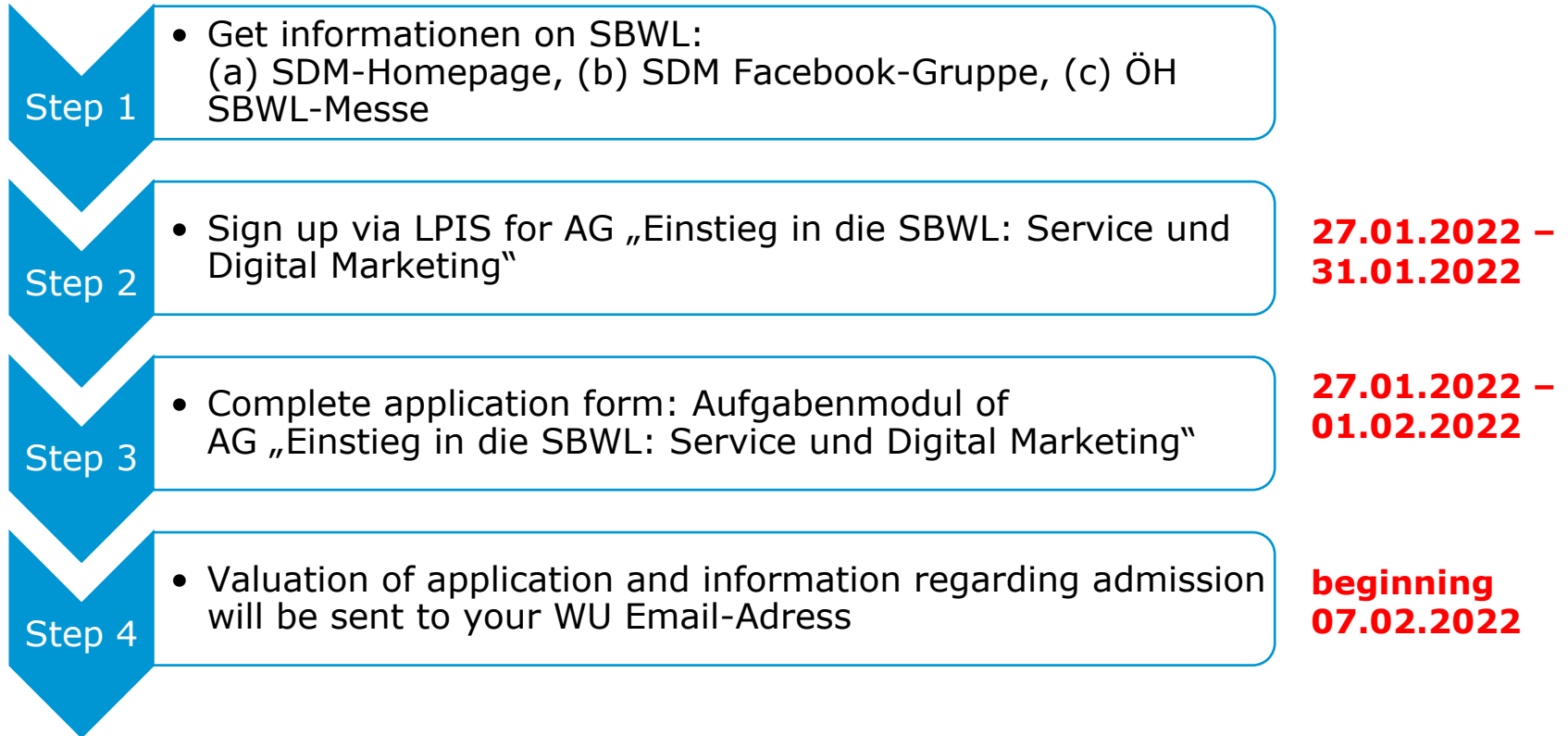


- Holger Sicking (Head of Tourism Research & Data Analytics at Austrian National Tourist Office)



# SBWL Service & Digital Marketing

## Admission process





# SBWL Service & Digital Marketing

## Application documents

- **Allgemeine Daten** über Ihre Person
- **Noten:** alle Noten aus STEOP und CBK
- **Skills-Fit:** drei Argumente, warum Sie für die SBWL qualifiziert sind
- **Kein Einstiegstest** nötig

more Information:

**[www.wu.ac.at/sm](http://www.wu.ac.at/sm)**

**[www.wu.ac.at/ism](http://www.wu.ac.at/ism)**

Or write an Email:

**[sdm@wu.ac.at](mailto:sdm@wu.ac.at)**



## Join us on:

Facebook:

[facebook.com/sminstitutwu](https://facebook.com/sminstitutwu)

[facebook.com/wuwienism](https://facebook.com/wuwienism)

Twitter:

@ISM\_WU

@IMSM\_WU