

Branch: Marketing



Code: ONLMAR

Option: Online marketing

Level: Bachelor

Prerequisites: Baccalaureate

Opportunities:

MANAGER SEO/IN

The most beautiful web presence does not contribute much to the success of a company if potential customers are not aware of it. That is why there are SEO managers. SEO stands for Search Engine Optimization. As an expert in this field, you ensure that websites are found as well as possible in Internet searches. For example, you analyze which keywords are particularly relevant to your product or brand and develop strategies for the link structure on your website. Your goal: to direct as many users as possible to your website. If you want to get your foot in the door of SEO, you need to have an analytical mind and enjoy working with numbers. Above all, you need to be curious and willing to constantly improve yourself, because SEO is constantly evolving and your job the day after tomorrow may already be completely different from today.

SOCIAL MEDIA MANAGER/IN

Fortunately, the days when social media was considered a hobby or a trainee's job are over. The job description has become a permanent part of the corporate world and is constantly evolving. As a social media manager, you handle various corporate channels such as Facebook, Twitter, Instagram and YouTube for your employer. You will populate the platforms with channel-specific posts

or tweets on a daily basis and will be responsible for evaluating the campaigns. To do this, you usually develop editorial plans and strategies, while keeping an eye on current media trends and phenomena as well as your company's communication goals. To generate exciting content, you are dependent on current events and need reliable sources, both internal and external. As a result, you are, at best, a natural networker, and an original writer and always up to date. For community management, you need a cool head, spontaneity and a certain speed of reaction, because you are sometimes also responsible for crisis communication.

MANAGERS SEA/IN

It is hard to imagine marketing teams without them: SEA managers, as the name Search Engine Advertising (SEA) suggests, deal with search engine advertising. Your main task is to address users of the various search engines with campaigns or advertisements specific to a target group or to persuade them to make a purchase. HTML skills as well as web analysis and tracking know-how are essential for this position in order to act strategically in the search engine environment. You define objectives, research keywords using various tools, create advertising texts and derive appropriate measures from them. This is where you're analytical and observational skills come into play: you optimize keywords and advertisements to achieve the best possible results. As you can see, this job requires a penchant for numbers, clear structures and the ability to keep an overview and, if necessary, make profitable changes. Finally, you must be open to a constantly changing job profile and have an appetite for new tools and updates that you have to learn - often on your own responsibility.

Description

In the online marketing degree programme at Uut, you will learn one thing above all: content is king. You will learn what is important in the design and technical construction of websites, webshops or online markets. The creation of SEO-optimised content, SEA advertising campaigns and content strategies are also on the agenda. In addition, we will provide you with our know-how in website design, interface design and usability. Practical projects will give you a first insight into the world of online marketing and will develop your personal portfolio. For a successful start in the digital world

Specific competences:

You are a digital native. The internet and social media are your second home. The best prerequisites for an online marketing degree at UUT. The only thing missing is the expertise to develop, analyse and implement cross-media marketing and content strategies. As a future online marketer, you will be responsible for the successful positioning of companies and products on the Internet. Your online marketing degree allows you to gain online expertise in the areas of marketing data analysis, e-commerce or social media marketing.

Quality and competences

In a short period of time, you will acquire fundamental cross-media skills - taking into account both traditional and digital marketing. Knowledge of marketing analysis is another strong point.