



münchner[®]
marketing
akademie

In cooperation
with
Allensbach
University



Graduation certificate

Online Marketing Manager

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born on 10.07.1972

I. Module contents

Online marketing - digital marketing strategies
engagement & marketing automation - digital technologies
building and optimising a web presence -
conversion funnel - content marketing - regulatory basics - native
ads - SEO - SEA - google ads - performance marketing
social media advertising - content creation - generative AI
data driven attribution & analysis - AI tools - AI marketing
UXO: user experience optimization – consumer strategies

II. Live company presentation

Online marketing
campaign -
Sausage Brothers

III. Scope of the continuing education programme

60 ECTS

IV. Grade

excellent (100 %)



Munich, september 2025

Stefan Andorfer, Director of Studies