



TRANSFER AND ENTREPRENEUR CENTRE

Completion of the Gründerzeit! in WiSe 2018/19

Erstellt von Vivien Christoph am 04.02.2019 um 12:42 Uhr:

04.02.2019 (Vivien Christoph) - The last event of the Gründerzeit! im Wintersemester 2018/19 is finished: The workshop with the topic "Online Marketing 2.0 - More than just a like" was a great ending.



The lecturer Luisa Kittner answered lots of questions and explained what a successful marketing campaign is. Additionally, she introduced multiple numbers and their importance. In a discussion round it was talked about online marketing instruments, different strategies and web-analysis-tools.

With this the day ended and participants could answer a lot of different exciting questions.





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Es sind derzeit keine aktuellen Veranstaltungen vorhanden.