

Millennial Marketing

Millennials are a group with many characteristics such as being perceived as narcissistic, lazy but also educated, open-minded and supportive. They make up a huge percentage of today's demographic and they have an incredible buying power. Millennials are the best-educated group of young adults with one-third of older millennials having earned at least a 4-year university degree. This course will cover how the Millennial market works and how to approach the right marketing strategies to this tricky market.

Participants:

Students from the **2nd year HAK, 2nd class HAS or Kfm. Kolleg**, who are interested in pursuing a career in Marketing. The seminar is in English and requires a fairly good understanding of the language.

Goals:

Understanding the Millennial Market and how to create successful marketing strategies:

- Learn about how Millennials are different kind of buyers
- How to use social media effectively to reach the target audience
- Running successful marketing campaigns targeting Millennials

Content:

- General introduction to „Millennial Marketing“
- Instagram & YouTube
 - How to use these social media platforms
 - Style Guide & Influencer marketing
- Create a marketing campaign for the „Millennial Market“
 - Research the target market
 - Implementation of a successful campaign

Termin und Seminarort:

Samstag, 26. January 2019, 10.00 bis 18.00 Uhr

Park Residenz Döbling, Hartäckerstraße 45, 1190 Wien

Maximale Teilnehmeranzahl:

20 Personen (Der Zeitpunkt der Anmeldung entscheidet über die Teilnahme am Seminar. Je früher, desto besser!)

Teilnahmegebühr:

€ 85,- pro Person für das gesamte Seminar inklusive Verpflegung und Skripten.

Seminardiplom:

Jeder Teilnehmer bekommt am Ende des Seminars ein Semindiplom überreicht.



Referent: Andreas Hauke

Vienna Business School & Wilson Central School (New York) graduate: studied Film & Media at the Motion Picture Academy at the Tshwane University of Technology South Africa and 3D Modelling at the Open Window School of Visual Arts. Andreas attended numerous marketing summer programs in the US. He is the Owner of the Hauke brand which specializes in video production, web development and branding based in Pretoria & Cape Town, South Africa. He is responsible for the entire marketing of the company. He has been a keynote speaker for the past few years, coaching startups, equipping them with marketing tools to improve their businesses.