

Valid for 2022.FS

Module Name: Digital Reputation Marketing			
Module Code	w.BA.XX.2DRM.XX		
Module Description	In this module, students examine emerging trends that affect marketing communications. This includes ways to identify, assess and manage reputation risks; an understanding of how branding and reputation management are connected; ways to measure and plan an online reputation; crisis management; topics such as influencer marketing and reputation, earned and owned media and analytics; and handling crisis communications.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Marketing Management		
Module Coordinator	Michael Klaas (klaa)		
Deputy Module Coordinator	Anna Rozumowski (rozu)		
Prerequisite Knowledge	This module provides only a rough outline of content marketing, social media marketing, SEO, and SEA. Basic knowledge of these topics is assumed. (Video material will be provided that delivers much of the basic knowledge in a compact form.)		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § can reflect on the methods used today in the area of holistic digital reputation management and the objectives pursued by companies in this regard. § can describe the methods used today by agencies in the area of holistic digital reputation management and the objectives pursued by companies in this regard. § can apply the most important methods and critically reflect on their results. § know the most important trends in digital reputation management and can evaluate them in the context of marketing. § can comment on the activities a company needs to perform and how to prioritize them. § can give examples of how advanced digital reputation management methods are used in Switzerland and internationally. 		

	§ can design strategies to implement advanced digital reputation management methods in companies. § can assess the level of digital reputation management in a company.		
Module Content	§ Basic knowledge I - reputation management § Basic knowledge II - online reputation management § Identity, image, and reputation § Trust in reputation management § CSR (corporate social responsibility) and reputation § Internal reputation management § Identifying, assessing, and managing reputation risks § Crisis management § Measuring and planning reputation § Reputation management on Facebook and LinkedIn § Influencer marketing and reputation § Reputation campaigns § Management of online reviews § Personal branding and reputation		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2GDM.XX		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching § Explorative Learning § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Reader § Teaching Videos § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	16 h	12 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	16 h	8 h	
Seminar	-	-	
Total	32 h	20 h	38 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	15	40,00 %
Written Assignment	Grade	-	50,00 %
Peer evaluation	Grade	10	10,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	§ Pownall, C. (2015). Managing Online Reputation How to Protect Your Company on Social Media. palgrave. ISBN 78-1-137-38229-0. § Helm, S., Liehr-Gobbers, K. & Storck, C. (2011). Reputation Management. Springer. ISBN 978-3-642-19266-1.		
Recommended Reading	-		
Comments	-		