

2019.HS

<b>Module Name: Introduction to Digital Marketing Communication</b>			
Module Code	w.BA.XX.2GDM.XX		
Module Description	Internet and digital transformation have fundamentally changed media usage and the way we deal with information. Many target groups can only be reached via the Internet, and digital advertising media must complement or replace the traditional means of communication. Online marketing and its digital instruments are also cost-effective alternatives for branding, new customer acquisition, or customer retention. In this class, you gain a compact overview of the most important areas of digital marketing. We will start with a strategic perspective on digital and online marketing and will then focus on the specific instruments. This includes social media strategy, e-mail marketing, content marketing (online), SEO/SEA, community management, e-commerce, and analytics. The module will be complemented by a practical case you will work on in groups.		
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Accounting, Controlling, Auditing</li> <li>§ Business Administration - Banking and Finance</li> <li>§ Business Administration - Banking and Finance (FLEX)</li> <li>§ Business Administration - Banking and Finance (PiE)</li> <li>§ Business Administration - Economics and Politics</li> <li>§ Business Administration - General Management</li> <li>§ Business Administration - Risk and Insurance</li> <li>§ Business Information Technology</li> </ul>		
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%;"><b>Module Type:</b> Compulsory Elective</td> <td style="width: 50%;"><b>Program Phase:</b> Main Study Period</td> </tr> </table>	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
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ECTS	3		
Organizational Unit	W Institut für Marketing Management Ltg.		
Module Coordinator	Michael Klaas (klaa)		
Deputy Module Coordinator	Anna Rozumowski (rozu)		
Prerequisite Knowledge	There is no specific knowledge required to participate in this class. However, you need an affinity for the usage of digital media and the social networks. In addition, this module requires you to work on the case in groups, so active participation, teamwork, and the motivation to participate are essential and a requirement for this class.		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> <li>Methodological Competence</li> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> <li>Social Competence</li> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> <li>Self-Competence</li> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul>		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ understand how digital marketing is implemented in an existing marketing organization</li> <li>§ understand the different instruments and disciplines of digital marketing within a company</li> </ul>		

	§ develop a digital marketing strategy, including the implementation of case-specific instruments § experience how the different instruments can be applied to a specific case § understand how frameworks and scientific methods can be applied to real-life situation		
Module Content	§ Digital Marketing Fundamentals I § Digital Marketing Fundamentals II § Digital Marketing Fundamentals III § Content Marketing § Social Media Marketing § Community Marketing § E-Commerce § E-Mail and Mobile Marketing § Basics of Search Engine Optimization § Basics of Search Engine Advertising § Analytics § Trends and Perspectives in Online Marketing		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2AMark.XX w.BA.XX.2Mark.XX w.BA.XX.2MT.XX		
Methods of Instruction	§ Interactive Instruction § Case Studies § Problem-Oriented Teaching § Explorative Learning	<b>Social Settings Used:</b> § Individual Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	13 h	13 h	
Small Class	-	-	
Group Instruction	4 h	35 h	
Practical Work	4 h	10 h	
Seminar	-	-	
<b>Total</b>	<b>21 h</b>	<b>58 h</b>	<b>11 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Written blogpost (digital-marketing based)	Grade	-	30.00 %
Management summary of a digital-marketing case	Grade	-	30.00 %
Talk/oral presentation	Grade	15	40.00 %
Classroom Attendance Requirement	Attendance is not compulsory and is not monitored.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		
Comments	-		