

Valid for 2023.HS

<b>Module Name: Online Marketing: The Challenge</b>		
Module Code	w.BA.XX.WPM-OMA.XX	
Module Description	<p>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 traditional communication. Online marketing and its digital instruments are cost-effective alternatives for branding, new customer acquisition, or customer retention. In this class, you will gain a practical overview of the most important areas of online marketing. We start with a strategic perspective on online marketing and shift fast to the most important instruments. However, this class is about more than just learning; it's about experiencing the genuine environment of online marketing. In a unique and innovative approach, this class encourages students to embody an entrepreneurial spirit. You will create and manage your own blog and devise online advertisements to promote it. Please note that before you embark on this unique journey, you must be prepared to invest financially in your learning experience. There are costs (CHF 50,- per student) involved in this course, but they are carefully calculated to ensure a rich, rewarding, and authentic educational journey into the world of online marketing. Working on this practical case, students will form groups, yet individual reflections and personal contributions are also a fundamental part of the course. This commitment, both financial and intellectual, is set to provide a deeper understanding and hands-on experience in online marketing.</p>	
Program and Specialization	<ul style="list-style-type: none"> <li>§ Business Administration - Specialization in Accounting, Controlling, Auditing</li> <li>§ Business Administration - Specialization in Banking and Finance</li> <li>§ Business Administration - Specialization in Banking and Finance (FLEX)</li> <li>§ Business Administration - Specialization in Banking and Finance (PiE)</li> <li>§ Business Administration - Specialization in Behavioral Design</li> <li>§ Business Administration - Specialization in Economics and Politics</li> <li>§ Business Administration - Specialization in Financial Management</li> <li>§ Business Administration - Specialization in General Management</li> <li>§ Business Administration - Specialization in General Management (Flex)</li> <li>§ Business Administration - Specialization in Marketing</li> <li>§ Business Administration - Specialization in Risk and Insurance</li> </ul>	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	<b>Module Type:</b> Compulsory Elective	<b>Program Phase:</b> Main Study Period
ECTS	3	
Organizational Unit	W Institut für Marketing Management	
Module Coordinator	Valerio Stallone (stlv)	
Deputy Module Coordinator	-	
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 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	<p>Professional Competence</p> <ul style="list-style-type: none"> <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> </ul> <p>Methodological Competence</p> <ul style="list-style-type: none"> <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> </ul> <p>Social Competence</p> <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul>	

	Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... § understand how online marketing is implemented in a newly created marketing organization § understand the different instruments and disciplines of online marketing within a company § develop an online 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 situations		
Module Content	§ Online Marketing Strategy I § Online Marketing Strategy II § Online Marketing Instruments I § Online Marketing Instruments II § Online Marketing Analytics § Search Engine Advertising § Social Media Advertising § (Pre-Test) Campaign Optimization § Campaign Debriefing		
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		
Methods of Instruction	w.BA.XX.2MT.XX		
	§ Lecture § Interactive Instruction § Application Tasks § Problem-Oriented Teaching § Project Work § Explorative Learning		<b>Social Settings Used:</b> § Individual Work § Group Work
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key)		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	15 h	-	
Small Class	-	-	
Group Instruction	-	10 h	
Practical Work	5 h	-	
Seminar	-	-	
<b>Total</b>	<b>20 h</b>	<b>10 h</b>	<b>60 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>
Talk/oral presentation	Pass/Fail	5	-
Written Assignment	Pass/Fail	-	-
Talk/oral presentation	Grade	10	30,00 %
Written Assignment	Grade	-	30,00 %
Written Assignment	Grade	-	40,00 %
Classroom Attendance Requirement	Mandatory Attendance: None  Attendance is not compulsory and is not monitored except for guest lectures and group oral presentations.		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	-		

Comments	<ul style="list-style-type: none"> <li>• Please note that this module will mainly take place offline (i.e., in ZHAW lecture rooms), in some cases online (Microsoft Teams). The final schedule (including information on the mode of implementation of all classes of this module) will be announced at the first event of the module at the latest.</li> <li>• No consideration can be given to classes taking place immediately before or after this module. It is your responsibility to clarify whether this module fits your schedule.</li> <li>• This class requests high commitment from every single individual taking it. You will build your own blog and promote it. This will result in some costs that every single individual will have to take on. The expected expenses will consist of hosting and promoting the website. The related costs per student will be CHF 50.-. There will be a maximum of six groups of three to four students.</li> </ul>
----------	--