

Valid for 2022.HS

Module Name: Automation and AI in Marketing	
Module Code	w.MA.XX.AKIM.19HS
Module Description	The marketing organization relies increasingly on technology. With the growing number of tasks and the complexity of the modern work environment, automation is the main driver of more efficiency and success. A basic understanding of what marketing automation means, and what usage scenarios can be applied to marketing, is becoming a key skill for the modern marketer. As part of gaining a deeper understanding of customers and the requirement to predict an outcome in a complex scenario, artificial intelligence is a major driver of marketing automation. This module covers the most common applications of marketing automation and artificial intelligence in marketing. A technical perspective is given but will be on a very basic level. For some exercises, basic programming knowledge might be required, but programming knowledge is not a prerequisite for this module.
Program and Specialization	Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Michael Klaas (klaa)
Deputy Module Coordinator	Frank Hannich (hanf)
Prerequisite Knowledge	No specific knowledge is required as the module will give a basic overview. However, there will be some basic tasks covering statistics, math, and very basic coding, so expertise in these areas will be helpful.
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	<ul style="list-style-type: none"> Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <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 define what marketing automation is and how it can be applied in a marketing organization § can characterize different marketing automation approaches and explain how different usage scenarios of marketing automation can be implemented § can apply specific tools or concepts of marketing automation, such as email marketing, lead nurturing, and conversational commerce § are able to evaluate and prioritize main tasks to implement marketing automation concepts § can evaluate and classify the current situation of the marketing organization with regard to automation potential § are able to understand and characterize artificial intelligence in marketing in a specific context

	§ can develop, apply, and use tools and technologies using artificial intelligence (categorization frameworks, GAN networks, neural networks) § can develop and deduce a concept for artificial intelligence in marketing § can decide what method or concept of marketing automation or artificial intelligence in marketing can be applied § can characterize an automation concept and AI-based technology portfolio that is relevant for modern marketing organizations																										
Module Content	§ Principles of marketing automation § Usage scenarios in marketing - email marketing § Usage scenarios in marketing - increasing engagement § Practice session - increasing engagement - developing a marketing bot concept § Practice session - increasing engagement - implementing a marketing bot § Usage scenarios in marketing - lead management § Usage scenarios in marketing - campaign management § Artificial intelligence - fundamentals § Applying artificial intelligence - predictions § Applying artificial intelligence - neural and gan networks																										
Links to other modules	-																										
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	§ Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key)																										
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study																								
Lecture	28 h	-																									
Excercise	-	30 h																									
Project Work	-	-																									
Seminar	-	-																									
Total	28 h	30 h		32 h																							
Performance Assessment	<table border="1"> <thead> <tr> <th>End-of-module exam</th> <th>Form</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td>Permitted Resources</td> <td colspan="3">-</td> </tr> <tr> <td>Others</td> <td>Assessment</td> <td>Length (min.)</td> <td>Weighting</td> </tr> <tr> <td>Written Assignment</td> <td>Grade</td> <td>-</td> <td>60.00 %</td> </tr> <tr> <td>Talk/oral presentation</td> <td>Grade</td> <td>15</td> <td>40.00 %</td> </tr> </tbody> </table> <p>Students are not allowed to revise and resubmit performance assessment tasks.</p>			End-of-module exam	Form	Length (min.)	Weighting	-	-	-	-	Permitted Resources	-			Others	Assessment	Length (min.)	Weighting	Written Assignment	Grade	-	60.00 %	Talk/oral presentation	Grade	15	40.00 %
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Written Assignment	Grade	-	60.00 %																								
Talk/oral presentation	Grade	15	40.00 %																								
Classroom Attendance Requirement	Mandatory Attendance: Other																										
Language of Instruction/Examination	English																										
Compulsory Reading	-																										
Recommended Reading	§ King, K. (2019). Using Artificial Intelligence in Marketing: How to Harness AI to Retain The Competitive Edge. London: KoganPage. ISBN 978-0749483395. § Hannig, U. (2017). Marketing und Sales Automation Grundlagen – Tools – Umsetzung. Alles, was Sie wissen müssen. Wiesbaden: Springer Fachmedien Wiesbaden GmbH. ISBN 978-3-658-15259-8.																										
Comments	-																										