

Valid for 2022.HS

Module Name: Digital Marketing for Start-ups	
Module Code	w.MA.XX.DMSU.20HS
Module Description	For start-ups, it is especially important to be able to introduce their products to the market as efficiently and effectively as possible. Digital marketing measures are often the means of choice - due to their comparatively low cost, wide reach, and ease of implementation. This module provides an overview of the general challenges and success factors of start-ups. It explains various product launch strategies in the B2C and B2B segments using concrete examples, and it discusses the digital marketing strategies, methods, and tools that start-ups can use to launch a product.
Program and Specialization	§ Business Administration - Specialization in Innovation and Entrepreneurship § Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Innovation and Entrepreneurship), first adopted on 01.09.2019
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W Institut für Marketing Management
Module Coordinator	Rainer Fuchs (fuhs)
Deputy Module Coordinator	Helen Vogt (vogh)
Prerequisite Knowledge	Compulsory MSc modules according to module table Affinity for and basic knowledge of digital marketing methods and techniques
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change
Module Learning Objectives	Students... § know digital marketing methods § identify success factors of product launches, especially for start-ups § develop and plan digital marketing launch activities for a new product § compare and assess launch strategies in the B2C and B2B segments in different situations § know techniques that support the product launch process § assess promotion instruments for start-ups in Switzerland and Europe § adapt best practices from other start-ups and product launches to other/their own challenges
Module Content	§ Start-Up Promotion in Switzerland and the EU § Success Factors of Start-Ups § Innovative Methods: Growth Hacking and Lean Start-Ups § Launch Strategies for the B2B and B2C Segments § Digital Marketing Strategies, Methods, and Technologies for Start-Ups in the Launch Phase § Best Practice Examples: Successful Start-Ups

Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Case Studies	Social Settings Used: § Individual Work § Group Work	
Digital Resources	§ Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	28 h	
Project Work	-	-	
Seminar	-	-	
Total	28 h	28 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	20	60.00 %
Written Assignment	Grade	-	40.00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	Documentation on Moodle		
Recommended Reading	-		
Comments	-		