

Valid for 2022.HS

Module Name: Marketing Technology	
Module Code	w.MA.XX.MAT.19HS
Module Description	As a chief marketing technologist (CMT), you will shape the marketing of the future. In this module, you will learn how to operate at the intersection of marketing and IT to address the technological challenges of your company both from a strategic and an operational perspective. This includes:- Identifying the application possibilities, application potential, and added value of marketing technologies,- Applying the relevant technologies and tools for marketing in different disciplines,- Integrating marketing technologies into a company, and- Prioritizing marketing technologies according to their relevance to the business context.
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	Marcel Hüttermann (huet)
Deputy Module Coordinator	Michael Klaas (klaa)
Prerequisite Knowledge	-
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... § develop an understanding that exceeds the boundaries of marketing and technology. § are familiar with the significance and requirements of the new role of chief marketing technologist. § familiarize themselves with current trends and potential future developments in the field of marketing technologies. § learn how to identify, assess, and evaluate the potential uses of marketing technologies in SMEs at an operational, organizational, and strategic level. § have an overview of all relevant tools and technologies in the field of marketing.
Module Content	§ Introduction to Marketing Technologies § Linking Marketing and IT § Job Description of a Chief Marketing Technologist § Technology and Tools for Marketers § Influence of Marketing Technologies on Business Success § Prioritizing the Different Technologies
Links to other modules	-

Methods of Instruction	§ Lecture § Case Studies § Problem-Oriented Teaching § Project Work	Social Settings Used: Group Work		
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Case Studies (with Key)			
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
Lecture	28 h	-		
Excercise	-	-		
Project Work	-	-		
Seminar	-	-		
Total	28 h	0 h	62 h	
Performance Assessment				
End-of-module exam	Form	Length (min.)	Weighting	
-	-	-	-	
Permitted Resources	-			
Others				
	Assessment	Length (min.)	Weighting	
Talk/oral presentation	Grade	20	100.00 %	
Students are not allowed to revise and resubmit performance assessment tasks.				
Classroom Attendance Requirement	Mandatory Attendance: Other Students: - must attend the following lectures: "Introduction", "Strategy", "Bridging Marketing & IT", and "Tool Implementation". - must attend the "Q&A with the lecturer" sessions. - must attend all the presentations of the performance assessments.			
Language of Instruction/Examination	English			
Compulsory Reading	§ Course materials, documents provided on Moodle			
Recommended Reading	§ https://chiefmartec.com/ § https://hbr.org/2014/07/the-rise-of-the-chief-marketing-technologist § https://martech.org/			
Comments	-			