

Digital B2B Marketing

General Course Details

Title: Digital B2B Marketing (MKT3006)
Language: English
Credits: ECTS 4 (4 weekly contact hrs.)
Level: Advanced S
Sessions: One sessions per week, see current curriculum schedule for actual room and time.
Participants: International Business Program IB, BIB, BIM, and ISP students.
Requirements: Participants should have completed all the foundation courses in management - A high proficiency in English is required (B2), this is not a language course.

Lecture Room: **Monday W1.3.04 19:00-20:30**

Lecturers Details

The lecture is performed by the following lecturer:

Name: Prof. Dr. Waldemar Pfoertsch
Office: W2.3.04
Contact: Tel. 07231 28 6266 and email: waldemar.pfoertsch@hs-pforzheim.de
Colloquium: Refer to the current curriculum schedule for dates and times, individual appointments can also be arranged.

My purpose is to assist your learning efforts, if you have any questions relating to the content or structure of the lectures, do not hesitate to contact me.

Description of Course

The effect of digital technologies and the Internet on business, social institutions and customers is more profound than that of any prior invention, including the printing press and the internal combustion engine. Furthermore, marketing is changing with new digital tools and plays a key role in shaping the B2B companies which supply the modern consumption-led economies fueled by these technologies. The course provides a research based and framework-driven approach to understanding digital marketing and digital transformation. The newest case studies are use to exemplify the situation and challenges in institutions and company.

Literature - Mandatory readings – before class

The course is based on the reference books:

Charles Schwab (2016) The fourth industrial revolution, World Economic Forum, Geneva, Switzerland

Waldemar Pfoertsch (Ed.) (2017) Aspects of Digital B2B Marketing, WAP Books Stuttgart

Anand Swaminathan , Juergen Meffert (2016) DIGITAL @ SCALE , Wriley

and articles:

Digital Transformation

- Carr, N.G. 2003. "IT Doesn't Matter," Harvard Business Review (8 pages),

- McFarlan, F.W. and Nolan, R.L. 2003. "Why IT Does Matter" (4 pages),
- Markovitch, S. and Wilmott, P. 2014. "Accelerating the digitization of business processes". (3 pages)

Digital Marketing

- Rik Kirkland, The CEO Interview GE's Jeff Immelt on digitizing in the industrial space October 2015 (4 pages).
- Planing, P. Pfoertsch , W. 2016 "The digital business transformation path from manufacturer to digital ecosystem provider" Allied Academies Summer Internet Conference, (4 pages),
- Sebastian Callies, Waldemar Pfoertsch Effective Brand Management in the Digital Age The Business Model Canvas as Enhanced Tool for Brand Development forth. 2017 (4 pages),
- Mark Kovac, Social Media works for B2B sales, too Harvard Business review January 2016 (2 pages).
- Laurence Minsky, Keith Quesenberry Hoe B2B marketers can get started with Social Media, Harvard Business review Dec. 2015 (4 pages),
- Kopilow, Swetlana Customer Experience- The new competitive advantage in B2B, 2016 (10 pages).

Case Studies:

Future developments

- o Capitalizm's next frontier: Competing in outer space (10 pages),

Digital Design Challenge Case:

- o IT-led Business Transformation at Reliance Energy (13 pages),

Digital Marketing

- o The Tate's Digital transformation (15 pages),
- o Local Motors (14 pages),
- o Maersk B2B Social media (10 pages).
- o
- o ... more are provided in class

The course materials necessary are available in the elearning platform, after registration for this course.

Learning Objectives

The main objective of the program is to provide participants with key concepts, skills, and techniques that will enable them to manage digital marketing and digital transformation. Participants will thoroughly examine concepts such as the business model canvas and marketing innovation, global strategy for business marketing under digital conditions.

The primary objective of the course is to enable students to play a vital role at the intersection of technical and business issue, being able to bridge the gap between company's customers and end users, Line-of-Business experts and IT experts.

Specifically, this course aims at giving insight into the following key objectives and questions:

- Learn important concepts to successfully implement the digital marketing process
- Understand concepts of digital transformation of business models and processes
- How should a company position itself in the competitive digital environment?
- How should a B2B-company change itself to stay as partner under the current developments?
- How does digital marketing evolve and change the actual requirements?
- How does social media affect the B2B marketing?

The following illustrates how the course supports the Learning Objectives of the International Business programm.

Learning Objectives (General Management)	Contribution of Course
The students demonstrate a broad knowledge of marketing tools, methods and know-how, which are used in an international environment.	The standard theoretical basis and marketing tools are considered (*1) / Foundations of digital marketing and doing in a digital business environment
The students are able to communicate/negotiate in English and are able to use the relevant skills necessary to work successfully in an international/digital environment.	The students work in teams consisting of mixed national origins and experience. (*2) and follow ethical business behaviour.
The students understand the business environments, institutions and information systems and are aware of their implications for digital business.	Introduction to differences between analog and digital system, learn about the different behavior patterns and company specific situations (*1,*2)
The students are able to analyse problem situations in digitalbusiness and subsequently develop relevant solutions.	Based upon the knowledge gained the students should be understand actual situations and be able to suggest possible solutions.(#2)

**1 – Theoretical models, eg. smiling curve, globalization tree, diagnostic framework for globalization, value chain, ...*

**2 – To develop answers to a defined situation (case) and subsequently present them, teamwork which has both a group and individual component.*

Contents of the Course

The course consists of 1½ weekly contact hours. During a semester approximately 11 sessions are available to consider the following main topics:

Tentative Class Schedule

Class	Topic	Assigned Readings	Case Study & Activities
1	Introduction and Organizational issues Future/Digital Developments	– Pre-Assignment due three days before class Oct. 6	– Lecture, videos, discussion
2	The New Industrial Revolution	Klaus Schwab The Fourth Industrial Revolution	Lecture, videos and Case discussion: Capitalizm’s next frontier: Competing in outer space
3	IT Systems & Digital Transformation	Carr, N.G. 2003. "IT Doesn't Matter," and McFarlan, F.W. and Nolan, R.L. 2003. "Why IT Does Matter"	Lecture
4	Digital Transformation	Markovitch, S. Wilmott, P. 2014. "Accelerating the digitization of business processes".	Case discussion IT-led Business Transformation at Reliance Energy
5	Digital Transformation and Marketing	Rik Kirkland, The CEO Interview GE's Jeff Immelt on digitizing in the industrial space	lecture and Case discussion The Tate’s Digital transformation
6	Digital Marketing 4Ps to 5Es	Planing, P. Pfoertsch , W. 2016 "The digital business transformation path from manufacturer to digital ecosystem provider"	Case discussion Local Motors
7/8	Digital Marketing and Branding and Holistic Brand Management	Sunil Gupta Digital Marketing HBS 2013 Sebastian Callies & Waldemar Pfoertsch Effective Brand Management in the Digital Age The Business Model Canvas as Enhanced Tool for Brand Development	Lecture and discussion
9	Social Media in B2B Marketing	Mark Kovac, Social Media works for B2B sales, too. Laurence Minsky, Keith Quesenberry Hoe B2B marketers can get started with Social Media,	Lecture and Case discussion Maersk B2B Social media
10	CX in B2B and B2B Marketing Trends	Kopilow, Svetlana Customer Experience- The new competitive advantage in B2B, 2016	Lecture Case Study discussion Amazon, IBM
11	Digital@Scale		Lecture and Reflection and course evaluation

12	B2B Marketing Automation	Will marketing automation make one's marketing job irrelevant?	Guest Speaker & discussion
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Please read the the texts and cases in advance and summarize on 1-2 pages 24hours before class and up-load your summary on the elearning platform.

In the first class, groups will be formed (2-3 students) to cooperate in writing a group paper about successful cases of Digital B2B marketing and Branding. The length of the paper should be 5 pages per participating person. The due date is **Dec 30**.

Didactical Approach and Workload

The course consists of one session of 1½ hours per week and awards 4 credits for successful completion of the course. It is therefore expected that at least 4½ hours are used by the students to prepare themselves for the each session and to subsequently review the session.

This course emphasizes an interactive approach to learning. Both instructor and students are viewed as resources for learning. Active participation will be central to the learning process. Hence, 100% attendance and full preparation for each class are expected from every participant. As preparation for the course, the reading materials and case studies and the recommended material should be studied, and a self-assessment of your current experience and a student profile with your experience or intent, should be provided before class.

The basis for successful sessions is: mutual respect, trust and fairness, which together with involvement, consistency and a willingness to perform and inevitably results in an interesting and stimulating atmosphere in which learning can also be fun. A few fundamental rules should be remembered:

- Punctual Start
- Mobile phones – not to be heard and used!
- Only one person speaks at once (not necessarily the lecturer)
- All relevant material is brought to the sessions, only relevant material analog or digital should be read in class

Method of Assessment

The final score is comprised of class attendance, class participation, group presentation and written assignments. It is computed as follows:

1. Self-Assessment & student Profile	10%	three days before class starts
2. Summary of readings and cases	10%	one days before session (up-load)
3. Class Participation	30 %	during class
4. Written Group Paper	50 %	Till Dec. 30

Any student has the opportunity to improve their grads up to 10% by submitting an additional case study. The write-up has to be submitted before **Dec. 30**.

Late submission of summary and group paper will be panalized by -30%.

The grading is as follows:

- 1.0 Very good, a performance significantly above the average
- 2.0 Good, an above average performance
- 3.0 Satisfactory, an average performance

4.0 Adequate, a below average performance with noticeable shortcomings
 5.0 Fail, an unacceptable performance (usually 10-15%)

For details please refer to the study rules (*Studien- und Prüfungsordnung, SPO*) of the university.

Your class participation will be determined by your attendance, your preparation for each class, and the extent to which you contribute to the group's learning during each class session.

Every student group shall complete a case study of a selected global B2B company, incorporating all of the learned classroom knowledge and additional findings from the company. Please for your assistance read "What makes a good case?" from Derek Abell. This assignment is intended to reflect your knowledge and your experience, so please up-load it till

Dec. 30, 2017. 23:45 CET uploaded to eLearning

Detail, preliminary Schedule **WiSo 2017** and sessions:

	Activity	Date
1	Introduction, organization of the course	Oct. 9
2	Session 1	Oct 23
3	Session 2	Oct. 30
4	Session 3	Nov. 13
5	Session 4	Nov. 20
6	Session 5	Nov. 27
7	Session 6	Dec. 4
8	Session 7	Dec. 15
9	Session 8	Dec. 18