

Syllabus  
**MKT3205E Introduction into Online Technologies for Marketing Professionals**

Prof. Dr. Michael Paetsch, PhD (CPU)  
Summer Semester 2024

<b>Level</b>	Bachelor	
<b>Credits</b>	3 ETCS	
<b>Student Contact Hours</b>	2 (45 minutes)	
<b>Workload</b>	60 h contact time, 90 h for preparation/review, self-study, exam preparation	
<b>Prerequisites</b>	Curiosity, see requirements for participation in the FAQs of the Examination Office under "Prüfungsberechtigung/ Prüfungsvoraussetzung – Checkliste": <a href="#">FAQ Prüfungsfragen</a>	
<b>Time</b>	<a href="#">see LSF</a>	
<b>Room</b>	<a href="#">see LSF</a>	
<b>Start Date</b>	<a href="#">see LSF</a>	
<b>Lecturer</b>	<b>Name</b>	Prof. Dr. Michael Paetsch, Ph.D.
	<b>Office</b>	W2.3.13
	<b>Virtual Office</b>	Link will be sent by e-mail
	<b>Colloquium</b>	<a href="#">see LSF</a>
	<b>Phone</b>	+49 7231 28 6075 (secretary)
	<b>Email</b>	<a href="mailto:michael.paetsch@hs-pforzheim.de">michael.paetsch@hs-pforzheim.de</a>

## Summary

The recent explosion of business activities on the World Wide Web fundamentally challenges traditional marketing mainstream thinking. This has large implications on the strategic as well as marketing execution level of businesses of virtually any industry.

Strategically, most internet business models today are designed to disrupt existing business models. The course provides numerous examples on such disruptive models and provides an overview of the top 50 largest internet startups worldwide.

The main focus of the course, however, is to understand the profound impact of the internet on the 4Ps marketing concept. The course provides a detailed overview of how the internet is reshaping the customer-market-product-price relationship. Key concepts, methodologies and technological trends & platforms are introduced and explained.

## Outline of the Course

Chapter 1: Megatrends in communications & computing

Chapter 2: Trends affecting online Marketing: Understanding the implications of new devices: New usage & behavioral patterns  
Detailed analysis

Chapter 3: Segmentation of online Markets: Growth trends by industry (including content)

Chapter 4: Trends in Machine-to-Machine markets:  
Definition of M2M, Market Segments in M2M  
Detailed: Connected Car, Smart Home

Chapter 5: Trends in wearable computing

Chapter 6: Fundamentals:  
Online Analytics - Measuring Web Performance  
Web Analytics: what to measure/how to measure

Chapter 7: WAA (World Analytics Association) Standard Measuring Terms

Chapter 8: Web analytics database output interpretation/performance testing

Chapter 9: Advanced Performance Marketing Introduction into key online marketing techniques and subsequent platforms: (SEO, SEM, ad server, retargeting, affiliate marketing, email marketing, social marketing, video marketing, etc.)

Chapter 10: Fundamentals: KPI Systems for online businesses Definition of KPI and metrics systems Understanding of KPI metric flow between overall Business strategy, goals, key business objectives and KPIs as well as supporting metrics

Chapter 11: Business Analytics & online marketing incl. High-level introduction into big data Analytics/decision making in online businesses In-depth example: Development of comprehensive KPI Systems for.

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam
		100%
		Individual
<b>1 Expert Knowledge</b>		
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to develop a broad expertise in all relevant aspects of online marketing.	x
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	...to obtain a sound knowledge on all aspects of online marketing – may it be Backoffice IT blocks as well as digital communication aspects.	
<b>2 Digital Skills</b>		
2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	...to gain a good understanding of key IT building blocks of ecommerce (PIMS, CMS, CRM, Newsletter engines) as well as web tracking system and their architectural interworking.	x
2.2 ...to effectively use and apply information systems to develop solutions in business settings.	...to familiarize with architectural building blocks and to some degree their practical use (e.g., PIMS systems). Furthermore, students learn about key online communication platforms and their segmentation.	x
<b>3 Critical Thinking and Analytical Competence</b>		
<b>4 Ethical Awareness</b>		
<b>5 Communication and Collaboration Skills</b>		
<b>6 Internationalization</b>		
6.1 ...to understand and explain business challenges in an international context.	... to understand the business challenges of cross-border business activities.	x
6.2 ...to articulate themselves in a professional manner in international business.	... to explain the different activities of online technologies in English.	x

## Teaching and Learning Approach

The student will be familiarized with the key trends in the area of communication, technology and high-tech as far as they affect future products, services as well as the customer relationship. This includes familiarization with drivers in the device market (e.g. including Internet of things), customer app markets (e.g. trends in electronic payments systems), m-commerce market segments. In addition concepts like cloud, cloud computing and over the top media streaming markets are explained. Based on the understanding of this new market ecosystem, students will be familiarized with a broad range of tools that help to work effectively in a more online driven marketing world and successfully shape the digital customer experience.

## Literature and Course Materials

Comprehensive Handout

Düweke, E./Rabsch, S. (2012): Erfolgreiche Websites: SEO, SEM, online Marketing, Usability, Galileo Computing, 2012.

Rowles, D. (2013): Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising, Kogan Page, 2013.

Paetsch, M. Über die globale Vernetzung von Maschinen und Maschinen

In: Burda, Hubert; Döpfner, Mathias; Hombach, Bodo; Rüttgers, Jürgen (Hrsg.): 2020 - Gedanken zur Zukunft des Internets. Klartext Verlag, Essen 2010

## **Assessment**

The course is assessed by means of a written exam lasting 60 minutes end of the semester.

For grading details please refer to the Studien- und Prüfungsordnung (SPO)

- 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

## **Code of Conduct for online Teaching**

[Link to the Code of Conduct for online Teaching](#)