

Syllabus
MKT2161E Fundamentals of Digital Marketing
Prof. Dr. Michael Paetsch, PhD (CPU)
Winter Semester 2023/2024

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|------------------------------|---|--|
| Level | Bachelor | |
| Credits | 3 ECTS | |
| Student Contact Hours | 2 (45 minutes) | |
| Workload | 60 hours within class, 90 hours for self-study | |
| Prerequisites | See participation requirements in the FAQs of the examination office under „Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ Prüfungsfragen | |
| Time | siehe LSF | |
| Room | siehe LSF | |
| Start Date | siehe LSF | |
| Lecturer | Name | Prof. Dr. Michael Paetsch, Ph.D. |
| | Office | W2.3.13 |
| | Virtual Office | Link will be sent by e-mail |
| | Colloquium | siehe LSF |
| | Phone | +49 7231 28 6075 (secretary) |
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Summary

The unprecedented success of the smartphone fundamentally changes the way how customers and business will interact in the future. The digital environment allows for rapid creation of businesses and tools because of downward shift in cost (e.g. cloud computing). Companies like Amazon and Apple clearly set a new expectation level for all industries. The customer expects a new level of interaction, convenience and customer service: best-in-class interfaces, personalized service and real-time fulfillment with no mistakes. This describes the new digital marketing space.

While marketing remains marketing and the 4P concept can essentially be used to analyze companies, there are clearly some fundamental changes regarding how we execute the 4P. These developments occur largely in a new digital customer-business interaction space. This course is about providing a systematic understanding of the drivers and their impact towards this new digitally marketing space and how the 4Ps have to be systematically adapted in order to maintain an effective customer relationship. Fundamentally new and relevant concepts such as the digital customer journey, the long tail concepts and its implication, POS vs. online concepts as well as networking/seeding strategies, social media strategies and big data analytics are explained. Numerous examples are given.

Outline of the Course

- Chapter 1: Megatrends in communications & computing
- Chapter 2: Brands and Customer Assets in a digital world
- Chapter 3: Understanding the Digital Customer Journey
- Chapter 4: Digital Customer Life Time Value & Acquisition Cost
- Chapter 5: Online vs. physical POS - Competition
- Chapter 6: Long Tail Concepts & Power law
- Chapter 7: Digital Networks and Communication
- Chapter 8: Neighboring/Seeding Strategies and Research Findings
- Chapter 9: Social Media and Technologies (Consumer/Enterprise)
- Chapter 10: Overview: 1 to 1 Marketing Developments
- Chapter 11: Big Data / Business Analytics: Identifying customer insights
Relevance, Implications and examples

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 |
| 1 Expert Knowledge | | |
| 1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration. | ... to build a solid knowledge base of the online ecosystem and online marketing toolset to shape the digital customer experience | x |
| 1.2 ...to demonstrate their distinguished and sound competencies in Economics. | ... to demonstrate a full overview of all relevant elements that comprise the new digital marketing space | x |
| 2 Digital Skills | | |
| 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 actually start to understand technology and its impact rather than just being more user | x |
| 2.4 ...to handle the professional use of digital technologies in a responsible manner. | ...responsibly and professionally shape communication and collaboration with internal and external target groups via digital technologies. | x |
| 3 Critical Thinking and Analytical Competence | | |
| 3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems. | ... to discuss key concepts using current real-world examples. | x |
| 4 Ethical Awareness | | |
| 5 Communication and Collaboration Skills | | |
| 5.2 ...to demonstrate their oral communication skills in presentations. | ... to develop competence in expressing their thoughts clearly and generating insights due to a fully interactive course. | x |
| 5.3 ...to work successfully in a team by performing practical tasks. | ... to complete short posed teamwork tasks. | x |
| 6 Internationalization | | |

Teaching and Learning Approach

Digital marketing is defined as “the use of internet-connected devices to engage a customer with online advertising in order to promote products and services.” The student will be first familiarized with the megatrends of the digitization in the area of communication, technology and high-tech. Specifically, all developments around the smartphone and evolving business models are given. Based hereupon changes in Brand and Customer Assets in a digital world are outlined and the fundamentally new concept of “digital customer journey” is introduced.

Students are getting familiarized with changes in marketing spending and strategies to build sustainable customer relationship. Behind this background, the “digital” customer life time value concept as well as the computation of customer acquisition cost are explained and used to understand marketing strategies seeking ongoing revenues such as Netflix, Amazon, Spotify and Microsoft – just to name a few.

The rise of digitally based business models starts to directly affect the physical POS. Fundamental differences of physical and digital frictions are given. Important concepts (e.g. Reilly’s law of distance and population) are explained in order to understand the highly competitive nature of online vs. physical shopping. In-depth example in the area of grocery shopping in the USA and Germany are given. Furthermore, research findings in subsequent areas are introduced. Based hereupon the long tail concept is introduced along with some power laws (Pareto, etc.) and its relevance interactively discussed.

The communication and diffusion of information works quite differently from the previous decades. The critical concepts of digital and/or virtual Networks and “Neighboring” along with research findings on the effect of seeding strategies are given. Social Media technologies in the consumer and enterprise space are explained and examples are given. The overall more quantitative nature of targeting customers in a 1:1 style as opposed to the more “broadcasting” style of the past is explained.

Finally, the concept of “big data” for the generation of new insights to improve product, pricing as well as new business ideas is introduced. Numerous examples are given and their impact discussed.

Literature and Course Materials

- Comprehensive Handout
- Bowen, Gordon; Ozuem, Wilson (2015): Computer-mediated marketing strategies. Social media and online brand communities. Hershey, PA: Business Science Reference.
- Chaffey, Dave; Ellis-Chadwick, Fiona (2012): Digital marketing. Strategy, implementation and practice. 5. ed. Harlow: Pearson.
- Charlesworth, Alan (2015): An introduction to social media marketing. 1. publ. London [u.a.]: Routledge.
- Garris, Molly.; Mishra, Karen E. (2015): A beginner's guide to mobile marketing. First edition. New York, New York: Business Expert Press (Digital and social media marketing and advertising collection).

- Hemann, Chuck; Burbary, Ken (2013): Digital marketing analytics. Making sense of consumer data in a digital world. Indianapolis, Ind.: Que.
- Holzapfel, Felix (2015): Digitale Marketing-Evolution. Wer klassisch wirbt, stirbt. 1. Aufl. Göttingen: BusinessVillage.
- Jarboe, Greg (2009): YouTube and video marketing. An hour a day. - Description based on print version record. - Includes index. Indianapolis, Ind.: Wiley Pub (Serious skills).
- Paetsch, Michael (1993): Mobile communications in the U.S. and Europe. Regulation, technology, and markets. Boston: Artech House (The Artech House mobile communications library).
- 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.
- Ryan, Damian (2014): Understanding Digital Marketing. Marketing Strategies for Engaging the Digital Generation. 3rd ed. London: Kogan Page. Online verfügbar unter <http://gbv.ebib.com/patron/FullRecord.aspx?p=1694820>.
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Assessment

The course is assessed by a written exam.

Grading Scale:

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](#)