

New Information and Communication Technologies in Marketing (ISP)

Syllabus Winter Semester 2020-2021 Prof. Paul G. Maciejewski

Basic Information:

ECTS Credits: 6 (workload 60 contact hours + 120 hours of self-study)

Time (room): Thursday, 15:30-17:00(W1.4.06) and Friday, 13:45-15:15
(W1.4.06) or Alfaview

Start: October, 8th

Level: Basic

Prerequisites: You should have a good overview regarding different
marketing functions/foundations in marketing

New information and communication technologies (ict) are more and more modern drivers of the marketing area. Groupware tools, expert systems, e-commerce solutions, mobile marketing, etc. increase the productivity of companies, especially the marketing teams. In this interactive course we will discuss different new ict especially regarding interesting areas of application.

**THIS IS A COURSE PRIMARLY NOT FOR IT SPECIALISTS, THE
FOCUS WILL BE ON ECONOMIC ASPECTS!**

In detail we will discuss the following topics:

Content/Outline:

- Short historical overview about the development of ict
- Mobile Marketing
- E-Commerce/Online Marketing
- Call Center/Customer Care Center
- Expert Systems
- Electronic Document Systems
- Computer Supported Cooperative Work (CSCW)
- Virtual Reality
- New ict and Multi-Channel Management
- etc.

Learning Objectives:

At the end of our course

- students get an overview about new ict
- they can explain how new ict assist the work of a marketing specialist
- they know how to apply a cost-benefit-analysis in the area of ict.

Teaching and Learning Approach:

My teaching approach is very interactive. This means that students should interrupt me in the class when something is not so clear for them and they need more information. I expect that students should actively participate in every teaching session. The students´ active participation will be encouraged by a continuous questioning by the lecturer! After an introduction I will give you every week homework that have to be solved by you in order to fulfill the 120 hours of self-study. The results of your homework will be presented in the following weeks in front of your

colleagues. Students who are more interested in further details of the topics are advised to consider the mentioned literature.

Teaching and Learning Methods:

- Lectures
- Active participation in class discussion
- Presentations
- Self-study

Contributions to Program Goals:

Goals	Contributions	Assessment
Knowledge Student show that they have basic knowledge in applied it	Assessment of it systems and their strategic role in marketing	Written exam
Use of information technology	X	X
Critical thinking and analytical competence	Critical discussion of methods to analyze real it problems in marketing	Discussions within class, written exam
Ethical awareness	Ethical Challenges in using new it systems	Discussions within class, group-work
Communication skills	Problem based approach within class	Class discussion
Capacity for teamwork	Prepare homework	Oral presentations

Instructor:

Prof. Paul G. Maciejewski

Office: W 2.3.13

Office hour: Friday, 15:30-17:00

Literature:

- Cantoni,L./Danowski,J.(Eds.): Communication and Technology, De Gruyter,2015,
- Chaffey,D./Ellis-Chadwick,F.: Pearson,2015,6th Edition,: Internet Marketing
- Charlesworth,A.: Digital Marketing:A Practical Approach, Routledge,2014
- Rauser, A.: Digital Strategy:A Guide to Digital Business Transformation,2016

Grading:

At the end of the semester students have to take a written examination (60 minutes) that covers different aspects of the course. The final mark will be based on the results achieved in this final exam (70%) and the presentations (30%).