

Syllabus: MKT 3202E - Introduction into Online Technologies for Marketing Professionals (MKT3202E)

Prof. Dr. Michael Paetsch, PhD (CPU)
Hochschule Pforzheim / Pforzheim University

Lehrveranstaltung:	MKT3202E – Introduction into Online Technologies for Marketing Professionals
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Workload:	3 ECTS Credits (2 Semesterwochenstunden, 60 h Präsenzzeit, sowie 90 h für Vor-/Nachbereitung, Selbststudium, Klausurvorbereitung)
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Level:	Introduction
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Voraussetzungen:	Curiosity, at least 50 credits from the interim grade, see requirements for participation in the FAQs of the Examination Office under "Prüfungsberechtigung/Prüfungsvoraussetzung – Checkliste“: FAQ Prüfungsfragen
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Gültigkeit:	Summer Semester 2020
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Ort und Zeit:	Siehe LSF
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Link zum Kurskatalog:	
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Informationen und weitere Dokumente zur Veranstaltung:	
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Course overview:

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.

Key Learnings:

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.

Course contributions to bachelor programs' common learning goals:

LO	Learning Objective/Outcome	Contributions to learning objectives	Assessment
1.1	Expert knowledge Students demonstrate that they have basic knowledge in Business Administration.	Sound knowledge base of online ecosystem and online marketing toolset to shape digital customer experience	Written exam
1.2	Students demonstrate their distinguished and sound competencies in Economics.		

1.3	Students have command of legal methodology for case solutions on basis of claims.		
1.4	Students are able to solve business problems by applying quantitative methods		
	Use of information technology		
2.1	Students demonstrate proficiency in using computer programs to solve business problems.	Students will actually start understand technology and its impact rather than just being mere user	
2.2	Students are able to use information systems effectively in real world business settings		
	Critical thinking and analytical Competence		
3.	Students are able to apply analytical and critical thinking skills to complex problems	Various online marketing skills will be developed in real-time with the students.	Direct student feedback
	Ethical awareness		
4.	Students are able to develop business ethics strategies and apply them to typical business decision-making problems	n.a.	
	Communication Skills		
5.1	Students are able to express complex problems effectively in writing.	Course is designed and held in a fully interactive format. Students will therefore develop competence to clearly express thoughts and generate insights.	Direct student feedback
5.2	Students demonstrate their oral communication skills in presentations		
5.3	Students are able to express complex problems effectively in writing.		
5.4	Students demonstrate their oral communication skills in presentations		
	Capacity for teamwork		
6.	Students show that they are able to work successfully in teams by	n.a.	

	performing practical tasks		
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Course structure:

- 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:

Literature:

- Comprehensive Handout
- Düweke, E./Rabsch, S. (2012): Erfolgreiche Websites: SEO, SEM, online Marketing, Usability, Gallileo Computing, 2012.
- Rowles, D. (2013): Mobile Marketing: How Mobile Technolgy 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 45 minutes end of the semester

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