

Syllabus: MKT6051 Digital Marketing

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Hochschule Pforzheim / Pforzheim University

Course:	MKT6051 Digital Marketing
Workload:	3 ECTS Credits (2 SWS)
Level:	Advanced
Prerequisites:	See participation requirements in the FAQs of the examination office under "Prüfungsberechtigung/Prüfungsvoraussetzung" (Examination authorization/examination prerequisites)
Semester:	Winter semester 2020/21
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Date and time:	check LSF
Link to course catalogue:	
Information and further documents for the course	

Course overview:

Innovative digital technologies are vastly and continuously expanding the marketing opportunity space for new and existing companies. It allows companies to connect, engage and interact with customers in ever new, highly efficient and profitable ways thereby frequently forming the basis for entirely new or profoundly changed business models.

In the first part of the course, students will be familiarized with key technologies and their impact on business models to gain a high-level understanding of the new digital marketing space. Specifically, students will be familiarized with cutting edge examples of how new innovative companies use technology to disrupt existing players and/or build new and highly innovative business models. Likewise, and equally important, state-of-the art examples are given, how large existing companies seek to gain competitiveness by undergoing profound digital transformation processes. Leading transformation processes of large companies will be interactively studied and analyzed in detail.

Based on the strategic understanding of the interworking of technology, disruption, and digital transformation of the first part, the course adopts an operational perspective in the second part. Specifically, the course provides students with a detailed overview of how the internet is reshaping the customer-market-product-price relationship. Key concepts and methodologies are introduced that will help students to actively help shaping or reshaping marketing directions on a managerial level for new and existing companies.

Finally, the third part of the course will provide students with an overview of key online technologies required to run a full-stack state-of-the-art marketing department. Specifically, a detailed overview of all relevant tools and technologies and their architectural interworking is given. Special focus is given on how Artificial intelligence and Big data is influencing tomorrow's digital marketing execution.

Key Learnings:

Students will be fully familiarized with the design of digital disruption processes of new and innovative companies as well as the strategic response of "digital transformation" by large companies to adjust to the new market conditions. Furthermore, students will learn frameworks and methodologies which will enable them to provide strategic directions for digital marketing for new and existing companies. Finally, students will develop a good understanding of what technological tools a modern full-stack marketing depart requires and how these tools interwork with each other. Students will become knowledgeable about the impact of big data/analytics and artificial intelligence for the future of digital marketing.

Course contributions to the MBA program goals / learning outcomes:

Goal	Learning Objectives	Course Contributions to Goal	Assessment
1 Responsible leadership in organizational contexts	1.1 Knowledge of leadership principles 1.2 Application of leadership principles 1.3 Critical reflection of leadership concepts	Understanding of methods and concepts to perform digital marketing strategy for new and existing companies	Will be evaluated during discussion and presentation
2 Creative problem-solving skills in a complex business environment	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems (instrumental competence) 2.3 Ability to find creative solutions (systemic competence) 2.4 Ability to present problems (communicative competence)	Understanding of direct impact of technology on business models and marketing Full understanding of disruptive forces and its effects as well as the design of digital transformation processes Presentation and discussion of the term paper. Presentation of an executive summary	Discussion within classes, interactive problem solving on case study companies and presentation
3 Research Skills	3.1 Methodological knowledge (extending knowledge) 3.2 Competence in applying relevant state of the art research methods (instrumental competence) 3.3 Ability to collect innovative results by using relevant research methods (systemic competence)	Presentation in teams of 2 students.	Discussion within classes, Term Paper, Presentation and Discussion of Term Paper and Case Study, Presentation of Management Summary of an Article
4 Management of Innovation	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies	Understanding of full-stack digital marketing architecture and its interworking including big data and artificial intelligence	Exam
5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies	Understanding of data privacy issues Specifically the importance of data collection and data monetization are addressed	Exam

Course structure:

- Chapter1: Technology & digital marketing: relevant megatrends in communications & computing
- Chapter 2: Technology and disruptive digital marketing business models
- Chapter 3: Technology and reshaping existing companies: digital transformation
- Chapter 4: Key Digital Marketing concepts:
- Chapter 5: Connected Customer Strategy
- Chapter 6: The online marketing department – full stack tech overview of digital marketing tool architecture
- Chapter7: Big Data / Business Analytics:/Artificial Identifying customer insights – the future of quantitative digital marketing.

Assessment:

- The course is assessed by means of a presentation (20 min.) and exams (60 min)

Grading Scale:

For grading details please refer to the Studien- und Prüfungsordnung (SPO) (Study and examination regulations).

- 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

The presentation counts for 1/3 and the final exam for 2/3 of the grade. An overall score of 4.0 is required to pass the course.

Literature:

Core:

- Siggelkow, N.; Terwiesch, C. (2019): Connected Strategy: Building Continuous Customer Relationship for competitive advantage. Boston: Harvard Business Press.
- Comprehensive handout

Additional Reading:

- 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.
- DORCÁK, P., & PAETSCH, M. (2016). Analysis of effectiveness of selected types of e-marketing communication. *ECONOMY & SOCIETY & ENVIRONMENT*, 8 pages.
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- DORCAK, P., PAETSCH, M., & POLLAK, F. (2016). Towards Improving the Quality of the Strategy Process. *International Journal of Business and Economic Affairs (IJBEA)*, 1 (1), 74-85. doi:10.24088
- Hemann, Chuck; Burbary, Ken (2013): Digital marketing analytics. Making sense of consumer data in a digital world. Indianapolis, Ind.: Que.
- 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., DORCÁK, P., POLLÁK, F., ŠTRBA, L., & KRŠÁK, B. (2017). Developing a Framework for Future Mobile Data Pricing. *QUALITY INNOVATION PROSPERITY*, 21 (2), pp. 84-108.
- 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>.