Prof. Dr. Merz, Yasmin

Office hours: Wednesday, 09:45 am – 11:15 am; W2.4.03
Registration at the office door
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Digital Marketing
(MKT6051)

Syllabus

Winter Term 2019_20

Time: Tuesday, 3:30 pm – 6:45 pm

Room: W4.2.02

Begin: 1st October 2019

ECTS-Credits: 3

Level: Advanced

Prerequisites: Basic knowledge in Marketing

Accessibility: Course is voluntary for 3nd semester MBA-IM students and open to international guest students on Master´s and MBA-level

Learning Objectives:

By the end of the course, the participants shall…

- understand the important framework conditions and possibilities in Digital Marketing.

- have a basic understanding of Digital Marketing.

- master the relevant vocabulary of Digital Marketing.

- be able to design a Digital Marketing Strategy on the basis of the instruments discussed.

- Analyze and identify marketing strategies of real world cases.

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		
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)	Understanding of success factors for key Digital Marketing techniques; Critical discussion of benefits and challenges of Digital Marketing.	Discussion within classes, Exam

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)		
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 and learning of technical terms and the instruments of Digital Marketing. Application of central methods and instruments of Digital Marketing Ability to relate Digital Marketing Strategy to Marketing and Business Strategy. Identify opportunities and threats arising from Digital Media and Technology platforms.	Students independently apply the learned methods and instruments in exercises. 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		

Main course topics:

- Introduction into Digital Marketing
- Areas of application of Digital Marketing
- The Company Website
- Display Advertising
- Affiliate Marketing
- Search Engine Marketing
- Social Media Marketing

Basic outline and organization:

The course begins with learning sessions. Practical exercises will be used to apply the theoretical frameworks and tools. Group works will be conducted to leverage the knowledge and the diverse backgrounds of the students in class.

Subsequently the course will be divided into two parts. One part will be held by the lecturer providing the theoretical basis and the second part will be held by the students. The students will work in small teams on case studies and present their results in front of the class. Within the case studies the students identify and analyze the Digital Marketing Strategy of a self-chosen company by applying the learned models, frameworks and tools.

In the lecture many topics are only touched upon. Please deepen what you have heard by looking at the internet sources or case studies after the lecture and additionally consulting literature.

Active cooperation in the classroom as well as preparation and follow-up work are elementary components of the teaching and learning concept.

Learning questions will guide you through the material and prepare you for the exam.

Grading:

Attendance in the sessions is mandatory. Active participation is expected.
The grading is based on the following components:
- 20 minutes presentation.
- 60 minutes exam.

Course Material:

Basic Reading:

Chaffey, D., Ellis-Chadwick, F. (2019): Digital Marketing: Strategy, Implementation and Practice, 7th Edition, Pearson.

Additional Readings:

Chaffey, D. (2015): E-Marketing Excellence: Planning And Optimizing Your Digital Marketing, 4th edition, T&F/Routledge.

Fischer, M. (2008): Website-Boosting. 2nd edition, Mitp.

Kreutzer, R.T. (2018): Praxisorientiertes Online-Marketing, 3rd edition, Gabler.

Theobald, E. (2017): Brand-Evolution, 2nd edition, Gabler.

Further readings will be sourced from leading industry publications and websites including, but not limited to:

SEOMoz.org

mashable.com

ClickZ.com

eMarketer

forrester.com

contentmarketinginstitute.com

adage.com

adweek.com

Availability of the lecturer and teaching philosophy:

Prof. Dr. Yasmin Merz
Office: W2.4.03
Office hours: Thursday, 11:30 am – 1:00 pm, registration at the office door
Email: Yasmin.merz@hs-pforzheim.de

I would like to make an active contribution to successfully advancing your learning progress with the consequence that you can successfully complete the course. In addition to imparting theory and knowledge, I would like to show you the practical significance of the learning contents. In addition, I would like to motivate you to take a critical look at the topics of the lecture and to develop and present your own opinions and approaches to individual media-focused questions and topics and to discuss them with your fellow students and the lecturer in the course.

Preliminary schedule for MKT6051 – Digital Marketing

Date	Class topic
1.10.	Overview/Preliminaries/Organization/Assignments Introduction and Fundamentals of Digital Marketing
15.10.	Marketing Mix: Product & Price
22.10.	Marketing Mix: Placement & Promotion
5.11.	Search Engine Marketing
19.11.	Display Advertising / Students presentations
3.12.	Social Media / Students presentations
10.12.	Preparation for Exam / Students presentations
17.12.	**Day of Exam**