

**Course: Digital Marketing**

<b>Lecturer</b>	Michael Nowak
<b>Language</b>	English
<b>Conditions of participation</b>	<b>In terms of form:</b> none
	<b>In terms of content:</b> none
<b>Examination</b>	Presentation (30 %); project & presentation (70 %)
<b>Pre-examination requirements</b>	Regular attendance in class
<b>Part of final grade</b>	Yes
<b>Learning outcomes / competencies</b>	<p>Within the course e-Marketing students are going to learn how the digital world needs adapting classical marketing concepts. The course covers elements of online-marketing, mobile marketing and social media marketing.</p> <p><u>Knowledge and understanding:</u></p> <p>Students have a specific knowledge in digital marketing. Students know the current state of art on available technical tools within digital marketing and their boundaries. Focus is on online-marketing, mobile marketing and social media. Students are able to transfer and to adapt classical marketing models towards the digital world.</p> <p><u>Abilities/Transfer:</u></p> <p>Students have a deep understanding on differences and similarities between the digital and the classic marketing world and an ability to evaluate these differences. The content of this course is applied through several case studies and students can develop own solutions after this course.</p>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Introduction and definitions</li> <li>• State of the art for technical tools and current trends</li> <li>• Online customer buying behaviour and customer structure</li> <li>• Transfer the classic marketing mix to the online world – what has to be adapted (like online pricing, sales logistics etc.)</li> <li>• Best practices on how to structure web sites and further digital offerings</li> <li>• Online marketing legal issues</li> </ul>
<b>Media</b>	Blackboard, projector and PC, flipchart, pin board

<b>Literature</b>	<p>Chauffey, D., Ellis-Chadwick, F., Johnston, K., Mayer, R.: Digital Marketing: Strategy, Implementation and Practice, 5<sup>th</sup> ed, Prentice Hall, 2012</p> <p>Lammenett, E. (2015): Praxiswissen Online-Marketing - Affiliate- und E-Mail-Marketing, Suchmaschinenmarketing, Online-Werbung, Social Media, Online-PR, Springer</p> <p>Additionally: Selected scientific articles given as compulsory reading during the semester.</p>
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