

Title of course	<b>Digital Marketing</b>
Responsible instructor	Prof Dr Sebastian Ullrich
Learning objectives	<ul style="list-style-type: none"> <li>▪ Understand business opportunities and challenges of digital marketing</li> <li>▪ Examine how various marketing data types and technology can be applied to enhance audience experiences and support corporate objectives</li> <li>▪ Identify and analyse components of a company's marketing environment that are relevant for the creation of a digital marketing strategy</li> <li>▪ Describe the modifications to company and revenue models brought about by digital markets</li> <li>▪ Describe the macroenvironmental elements influencing a company's digital marketing strategy and execution.</li> <li>▪ Evaluate marketing technology success factors</li> <li>▪ Determine options for digital branding and a digital marketing mix</li> <li>▪ Assess the potential of data-driven marketing, artificial intelligence and big data using digital technology and marketing automation</li> <li>▪ Understand developing a digital customer experience</li> <li>▪ Implement digital media campaign planning</li> <li>▪ Evaluate digital media channels and options for marketing communications</li> <li>▪ Identify options to test and improve digital channel performance</li> </ul>
Course contents	<p>I. Digital marketing fundamentals</p> <ol style="list-style-type: none"> <li>1. Digital marketing fundamentals</li> <li>2. Online marketplace analysis: micro-environment</li> <li>3. The digital macro-environment</li> </ol> <p>II. Digital marketing strategy development</p> <ol style="list-style-type: none"> <li>4. Digital marketing strategy</li> <li>5. Digital branding and the marketing mix</li> <li>6. Data-driven relationship marketing using digital platforms</li> </ol> <p>III. Digital marketing: implementation and practice</p> <ol style="list-style-type: none"> <li>7. Delivering the digital customer experience</li> <li>8. Campaign planning for digital media</li> <li>9. Marketing communications using digital media channels</li> <li>10. Evaluation and improvement of digital channel performance</li> </ol>
Teaching methods	<ul style="list-style-type: none"> <li>▪ Lectures</li> <li>▪ Exercises</li> <li>▪ Hermeneutic discourses</li> <li>▪ Discussion</li> <li>▪ Self-study</li> </ul>
Prerequisites	There are no formal requirements.
Suggested reading	<ul style="list-style-type: none"> <li>▪ Chaffey, D.; Ellis-Chadwick, F. (2022): Digital Marketing. Strategy, Implementation and Practice, 8th edition, Pearson Education.</li> </ul>

Applicability	<p>This course is in particular applicable to the following Master programmes: International Business and Economics (M.A.; "IBE"), Finance (M.Sc.).</p> <p>This course is also applicable to other business-oriented Master programmes offered by Schmalkalden University of Applied Sciences.</p>
Workload	<p>Total workload: 180 hours, of them:</p> <ul style="list-style-type: none"> <li>▪ Lecture: 45</li> <li>▪ Self-study: 180, of them: <ul style="list-style-type: none"> <li>▪ Course preparation (in particular reading): 30</li> <li>▪ Follow-up: 30</li> <li>▪ Academic research project: 36</li> <li>▪ Exam preparation: 39</li> </ul> </li> </ul>
ECTS credit points and weighting factor	6 ECTS credit points; weighting factor: 6/120 (IBE) or 6/90 (Finance), respectively
Basis of student evaluation	<ul style="list-style-type: none"> <li>▪ Comprehensive written examination, 90 minutes (80%)</li> <li>▪ Student research project (20%)</li> </ul>
Time	First academic year
Frequency	Each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.