

Modulname	Marketing E: Marketing Project
Responsible instructor	Prof. Dr. Sebastian Ullrich
Learning objectives	<p>Students will be able to meet the skill objectives of the following learning objective categories:</p> <p>1) Understand and Apply: Students will be able to,</p> <ul style="list-style-type: none"> - Explain and apply website conceptualization, - plan and create websites, - create website content, - conduct and explain website tests, - promote websites <p>2) Analyze and Evaluate: Students will be able to,</p> <ul style="list-style-type: none"> - Review website goals and design, - structure and evaluate website contents, - distinguish and evaluate website designs, - distinguish website tests, - analyze and evaluate website eye-tracking paths and log files.
Course contents	<p>This course covers different marketing projects each year. Examples including website development, social media, and viral marketing. The students interactively familiarize themselves with the relevant basics of the topic. In small groups, they focus on an individual, project. In 23/24 students will strategically plan a website, design, implement, test and promote it.</p> <p>1) Factual knowledge and conceptual knowledge:</p> <ul style="list-style-type: none"> - Website development, - Market analysis, - Naming processes, - Website design, - Website analysis, - Search Engine Marketing, - Off- and online Promotion <p>2) Procedural and Metacognitive Knowledge:</p> <ul style="list-style-type: none"> - Skills to conduct a website development process, - Skills to formulate website goals, - Skills to create website designs and content, - Skills to conduct search engine marketing, - Skills to analyze browsing behavior, - Skills to conduct off- and online promotion <p>Table of Contents:</p> <p>1 Introduction to a current marketing project: Website development. 2 Introduction to website development 2.A Website goals and stakeholdes, market analysis 2.B First steps to create a website 2.C Sitemaps and website design 2.D Content Management System (Wordpress) 2.E Content generation 2.F Website testing 2.G Website promotion</p>
Teaching methods	<ul style="list-style-type: none"> ▪ Lectures ▪ Marketing project

	<ul style="list-style-type: none"> ▪ Discussion ▪ Self-study
Prerequisites	<p>There are no formal prerequisites. In particular, knowledge of the following mandatory modules is required:</p> <ul style="list-style-type: none"> - Marketing <p>Students should plan to attend the class regularly and work on the marketing project continuously.</p>
Suggested reading	<p>Semester-specific literature in the form of book chapters and articles.</p> <p>Background literature: Marketing books featuring website design and online communication</p>
Applicability	<p>This course is in particular applicable to the following bachelor programs: business administration, business & economics, business psychology, economics, and international business & economics. This course is also applicable to other business-oriented bachelor programs offered by Schmalkalden University of Applied Sciences</p> <p>This module is related to the following modules:</p> <ul style="list-style-type: none"> - Grundlagen des Marketings - Marketing A: Strategic Marketing and Brand Management - Marketing B: Brand Communication - Marketing C: Consumer Psychology - Marketing D: Current Topics in Marketing
Workload	<p>Total workload: 150 hours:</p> <ol style="list-style-type: none"> 1) Lecture: 60 2) Self-study: 90: <ul style="list-style-type: none"> - Course preparation: 10 - Research project: 60 - Exam preparation: 20
ECTS credit points and weighting factor	<p>5 ECTS credits; Weighting factors: a) Courses in Economics and International Business and Economics: 5/180 b) Courses of studies in Business Administration, Economics and Business Psychology: 5/210</p>
Basis of student evaluation	<p>Written exam of 60 minutes (66.6%), marketing project (33.3%).</p>
Time	<p>3rd-6th semester</p>
Frequency	<p>Each academic year</p>
Duration	<p>One semester</p>
Course type	<p>Elective course</p>
Remarks	<p>Teaching language is English</p>

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