

Syllabus

Name:			
Digital Marketing			
Responsible:			
Prof. Dr. Jana-Kristin Prigge, Ass. Professor of Digital Marketing and E-Commerce			
Program:	Type:	Term:	ECTS:
Master	Lecture	Winter	5
Contents & Objectives:			
<p>Content: This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies.</p> <p>Objectives: After attending this course, students should have a broad and in-depth understanding of digital marketing and its tools and of how to implement them successfully in business practice.</p> <p>Additional Information: Course language is English. Lecture notes will be provided on WueCampus.</p>			
Prerequisites:			
Students that attend this course should have some basic knowledge in marketing.			
Course Structure:			
<ul style="list-style-type: none"> • Introduction to Digital Marketing (incl. trends and major players) • Digital Product Management (incl. management of digital and digitalized products, innovations, & brands) • Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing) • Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing) • Digital Sales Management (incl. e- and m-commerce, digital cross-channel integration, sales force digitalization, etc.) • Customer-Relationship Management in a Digital Environment (incl. digital cross-selling and buying, digital complaint management, customer journey and touchpoint management) • Business Simulation Game DIGITAL MediaPRO • New Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects) • Current Trends & Future Outlook (incl. virtual and augmented reality, artificial intelligence) 			
Literature:			
<p>Chaffey, D., Ellis-Chadwick, F. (2019), Digital Marketing, 7th ed., Pearson.</p> <p>Chaffey, D., Smith, P.R. (2018), Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing, 5th ed., Taylor & Francis.</p> <p>Further recommendations for literature will be provided after the respective chapters.</p>			
Grading:			
There will be a 60 min graded exam at the end of the semester (exam can be written in German or English).			
Contact:			
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