Digital Marketing Strategy
(Course ID: 10516000, PO: „Digital Marketing II“)

Content:
Welcome to your new position! A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm’s divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation’s digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years. While doing so, you will document your activities and evaluate them along the achievements and fields of improvements.

The basis of this class is a long-term business simulation game (details see below) that students will play in groups. Their activities are focused on strategic digital marketing decisions. To maximize learnings, students will document and analyze the outcomes of their digital marketing decisions in a decision report.

Goals:
This class enables students to gain insights into real-life management of strategic digital marketing decisions and enforces critical reflection and drawing of conclusions with regard to their own decision making.

Prerequisites:
The course is applicable to master degree students interested in digital marketing. Prior participation of the course “Digital Marketing I” is strongly recommended but not required. The course is limited to 24 participants. Places are distributed via “first come – first serve” on WueCampus. Subscription to the class is possible until May 8th or until all course is filled.

Credits:
5 ECTS

Examination form:
• Basis: Joint team report on conducted digital marketing decisions (ca. 15 pages/person)
• Bonus: Performance in the business simulation game (counted only if it improves the overall grade)
• Relation basis to bonus: 3:1

Lecturer:
Course instructor: Prof. Dr. Jana-Kristin Prigge (jana-kristin.prigge@uni-wuerzburg.de)
Course advisor: tbd

Key information:
• Start date / Kick-Off: Friday, May 29th 2020, 8:30-15:00 (via Zoom)
• Further dates:
  Fridays, June 5th (8:30-14:00), 12th (8:30-15:00), 19th (8:30-14:00), 26th 2020 (8:30-15:00), July 3rd (8:30-14:00)
• Tutorials: Flexible meetings with course advisor (in groups)
• Submission of report: Thursday, July 23rd, 2020
• Debriefing: Friday, July 24th, 2020 (8:30-9:30)

Subscription procedure:
• Limitation to 24 students
• First come – first serve until May 8th 2020 or until all places have been taken
• Please subscribe to the class on WueCampus (not Wue Study)