Syllabus

Name:

Digital Marketing

Responsible:

Prof. Dr. Jana-Kristin Prigge, Ass. Professor of Digital Marketing and E-Commerce

Program: Master

Type: Lecture

Term: Winter

ECTS: 5

Contents & Objectives:

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.

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.

Additional Information: Course language is English. Lecture notes will be provided on WueCampus.

Prerequisites:

Students that attend this course should have some basic knowledge in marketing.

Course Structure:

- 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:


Further recommendations for literature will be provided after the respective chapters.

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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