

MADBM-DM - Digital Marketing

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Allgemeine Informationen	
Modulkürzel oder Nummer	MADBM-DM
Eindeutige Bezeichnung	DigMarkA-01-MA-M
Modulverantwortlich(e)	Prof. Dr. Hardiman, Marco (marco.hardiman@haw-kiel.de)
Lehrperson(en)	Prof. Dr. Hardiman, Marco (marco.hardiman@haw-kiel.de)
Wird angeboten zum	Sommersemester 2021
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Nein

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: M.A. - DBM - Digital Business Management (Aufnahme bis SoSe 25) Modulart: Pflichtmodul Fachsemester: 1

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
On completion the course, students >> can explain basic terms as well as conceptual approaches and procedures in digital marketing; >> are able to evaluate and compare advantages and disadvantages as well as limits and possibilities of different methods and models of digital marketing; and >> are able to weigh up alternative solutions or solution strategies for different challenges of digital marketing in a context-related way.
On completion the course, students >> are able to identify, explain, describe and solve (operational) requirements in digital marketing; >> are able to apply analytical methods of digital marketing in real-life practical cases as well as to develop an operative digital marketing plan; >> are able to evaluate and interpret subject-related data of digital marketing and to gain target group-specific insights; and >> are able to create a successful strategic orientation for real cases by applying scientific methods.
On completion the course, students >> can share their opinions and approaches among experts; and >> can communicate their results in form of presentations and reports.

On completion the course, students
>> can reflect the correctness of technical and practical statements of digital marketing
situatively; and
>> can independently work on open tasks in digital marketing settings.

Angaben zum Inhalt

Lehrinhalte	<p>Businesses have been facing a fundamental change in the last decades. Customers interact with companies, brands, and each other in more ways and more intensely than ever before. They have been more socially connected than they ever have been. Consumers expect more from companies and brands, and information reaches them faster.</p> <p>These developments caused a major shift towards human-centric marketing. The rise of digital technologies has thus fundamentally changed the way companies craft marketing strategies and how marketing creates, communicates, delivers, and exchanges value to customers. In light of these fundamental changes, the overarching goal of this course is to establish a perspective on digital marketing strategies companies can employ to occupy a sustainable position in the age of social, digital, and mobile.</p> <p>This course will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities offered by digital technologies for achieving business and marketing goals. The emphasis of this course is on understanding what various digital platforms and tools offer to companies, how to build digital marketing strategies in order to have a solid foundation from which to evaluate opportunities in the digital economy.</p>
Literatur	<p>Chaffey/Ellis-Chadwick: Digital Marketing (Pearson)</p> <p>More recommended reading will be announced on Moodle: https://lms.fh-kiel.de/course/view.php?id=6601</p>

Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Lehrvortrag + Übung	2

Arbeitsaufwand

Anzahl der SWS	2 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	24 Stunden
Selbststudium	126 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Anmeldung beim Prüfungsamt für „sonstige Prüfungsformen“.
MADBM-DM - Portfolioprfung	<p>Prüfungsform: Portfolioprfung</p> <p>Gewichtung: 100%</p> <p>wird angerechnet gem. § 11 Absatz 2 PVO: Nein</p> <p>Benotet: Ja</p>

Sonstiges	
Empfohlene Voraussetzungen	>> Fluent in Englisch >> Basic knowledge in strategic management >> Basic knowledge in marketing
Sonstiges	Please enroll in our Moodle course. All needed information will be posted there: https://lms.fh-kiel.de/course/view.php?id=6601 Please check the corresponding Moodle course regularly!