

MADBM-DM - Digital Marketing

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General information	
Module Code	MADBM-DM
Unique Identifier	DigMarkA-01-MA-M
Module Leader(s)	Prof. Dr. Hardiman, Marco (marco.hardiman@haw-kiel.de)
Lecturer(s)	Prof. Dr. Hardiman, Marco (marco.hardiman@haw-kiel.de)
Offered in Semester	Sommersemester 2021
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel jedes Semester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	No

Curricular relevance (according to examination regulations)
Study Subject: M.A. - DBM - Digital Business Management (Aufnahme bis SoSe 25) Module type: Pflichtmodul Semester: 1

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</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.

Content information	
Content	<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>
Literature	<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>

Teaching formats of the courses	
Teaching format	SWS
Lehrvortrag + Übung	2

Workload	
Number of SWS	2 SWS
Credits	5,00 Credits
Contact hours	24 Hours
Self study	126 Hours

Module Examination	
Examination prerequisites according to exam regulations	Anmeldung beim Prüfungsamt für „sonstige Prüfungsformen“.
MADBM-DM - Portfolioprüfung	Method of Examination: Portfolioprüfung Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes

Miscellaneous	
Recommended Prerequisites	<ul style="list-style-type: none"> >> Fluent in English >> Basic knowledge in strategic management >> Basic knowledge in marketing

Miscellaneous	<p>Please enroll in our Moodle course. All needed information will be posted there: https://lms.fh-kiel.de/course/view.php?id=6601)</p> <p>Please check the corresponding Moodle course regularly!</p>
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