Module No.	**M 4.5**		
Title	**Digital Technology Management: Design; Marketing and Commercialization**		
Module type	Proj		
Language of Instruction	English		
Teaching Methods	Case studies, projects, teamwork	Frequency	
Semester	1		
CHW	4		
ECTS-Credits	5	Workload*	25 / 50 / 40 / 60
Responsibility for the Course	Prof. Dr. Klaus Gutknecht		
Lecturer	Prof. Dr. Klaus Gutknecht & N.N.		
Corresponding Courses		Prerequisites	Basic understanding of E-Commerce/E-Marketing (see Bachelor-Program)
Assessment Method	**PA**	Study aids to be used	All

*Workload in hours: presence in lectures / Preparation and follow-up of lectures / self study / revision for assessments

Intended Learning Outcomes (Skills, Knowledge, Attitude) and competencies

The students will be enabled to apply on- and offline markekting especially for markets which are challenged by digital transformation. On the basis of the analysis of markets, consumers, products and services they are able to apply innovative marketing strategies. The students learn to analyze customer requirements systematically and to specify customer oriented shops, products applications or frontends.The students learn to apply project management to solve a challenging digital marketing problem. The students get an integrated understanding of marketing and technology. They develop an offering or business model stepwise, meeting three milestones across the semester.

Contents

- Market analysis from the perspective of digital change
- E-Marketing strategy, disciplines for digital marketing change, respectively the implementation of cross channel strategies, business modeling with a focus on value creation and communication
- Marketing, e-marketing conceptualization and implementation
- Developing a business model or offering
- AI-powered commerce
- Customer centered design
- Performance marketing

Applied methods in Economics and Business administration

❒ **Analysis models and methods (research and analysis models):**
- Analysis of value chains
- Digital impact analysis
- Technology acceptance model (TAM)
- Customer journey analysis and attribution models

❒ **Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis):**
- Data analysis regarding the effectiveness of marketing measures (e.g. return of marketing investment, cost revenue ratio, conversion rate, cost per acquisition, branding effects)
- Analysis of user behavior (using tracking data onsite and offsite)
- On-/offline marketing mix optimization

❒ **Qualitative and interpretative methods (expert interviews, polls, standardised surveys):**
- Interpretation of market data and the impact of digital change

- Customer requirements analysis (e.g. focus groups)
- Expert interviews
- Business modeling

Teaching and Learning Styles

- Project work
- Case studies
- Presentation

Literature

- Chaffey, D. (2014), Digital Business and E-Commerce Management, Pearson Education
- Christensen, C.M. (2011), The Innovator's Dilemma: The Revolutionary Book That Will Change the Way You Do Business, HarperBusiness
- Christensen, C.M. (2013), The Innovator's Solution: Creating and Sustaining Successful Growth, Harvard Business Review Press
- Heinemann, G. (2012), Cross-Channel-Management, Wiesbaden: Gabler
- Heinemann, G. (2015), Der neue Online-Handel: Geschäftsmodell und Kanalexzellenz im Digital Commerce, Wiesbaden: Gabler
- Kotler, P. et al (2016), Marketing Management, Pearson. (core literature)
- Laudon, K. C., Traver, C. G., E-Commerce 2015 (2015), Business. Technology. Society. New Jersey: Pearson

Additional books and current articles from (reviewed) Journals in the seminar.