

Department	09 Engineering and Management
Course title	Digital Marketing
Hours per week (SWS)	3
Number of ECTS credits	4
Course objective	Students <ul style="list-style-type: none"><input type="checkbox"/> Get to know the new conditions of the digital business environment<input type="checkbox"/> Acquire knowledge about changing customer needs in a digital world<input type="checkbox"/> Gain insights on new digital marketing tools: digital marketing research, digital marketing implementation and control<input type="checkbox"/> Get introduced to analytical frameworks for the development and analysis of digital marketing concepts<input type="checkbox"/> Get familiar with the new digital marketing trends
Prerequisites	Introduction to marketing/ technical marketing
Recommended reading	Will be announced before semester start
Teaching methods	Seminar approach
Assessment methods	Project
Language of instruction	English
Name of lecturer	Prof. Dr. Daniela Cornelius
Email	daniela.cornelius@hm.edu
Link	
Course content	<ul style="list-style-type: none"><input type="checkbox"/> Need for digital marketing<input type="checkbox"/> Digital customer behavior and changing customer needs<input type="checkbox"/> The new digital marketing instruments (4 P's)<input type="checkbox"/> Importance of digital data collection and analysis („big data“)<input type="checkbox"/> New concepts for customer touch point management (u.a. usability, design, speed of access)<input type="checkbox"/> Multi-channel management (digital and nondigital channels)<input type="checkbox"/> Analysis, development and assessment of digital marketing concepts across industries
Remarks	