

Hochschule Emden/Leer Studiengang: Bachelor Betriebswirtschaft oder Bachelor International Business Administration				
Modulbezeichnung: Digital Marketing Seminar (english)				
Semester SWS	Dauer Häufigkeit	Art	ECTS-Punkte	Studentische Arbeitsbelastung
5. 4 SWS	1 Sem. WS	Seminar	5	150 h

Voraussetzungen für die Teilnahme	Verwendbarkeit	Prüfungsform Prüfungsdauer (Voraussetzung für die Vergabe von Leistungspunkten)	Lehr- und Lernmethoden	Modulverantwortliche(r) Dozent/-in
Principles of Marketing	Bw. Studiengänge	Presentation + 1-hour exam	Seminar	Hummels

Übergeordnetes Lernziel
Students are able to analyze up-to-date topics of digital marketing on their own and prepare an academic presentation on them.

Kompetenzziele
<p>Skills:</p> <ul style="list-style-type: none"> • Students can research, analyze and structure complex up-to-date topics of digital marketing on their own • They can present and discuss an up-to-date topic of digital Marketing in an academically profound way, considering all relevant aspects <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Students receive up-to-date knowledge in current topics of digital marketing • They extend their knowledge and abilities to solve modern marketing problems with the aid of digital instruments • In doing so, they are able to consider and evaluate particularities and pros and cons of digital marketing instrument and concepts in an adequate way

Lehrinhalte
Overview of digital marketing, mapping of customer journeys and design of buyer personas as an input; then independent analysis and preparation of selection of topics from digital marketing, e.g. influencer marketing, programmatic advertising, SEO/ SEA, chatbots, blockchain in marketing etc., and presentation of one topic. The seminar will be held in English.

Literatur in der aktuellen Auflage
<p>Kotler, P./ Kartajaya, H./ Setiawan, I.: Marketing 4.0 – Moving from Traditional to Digital. Wiley&Sons, Hoboken, New Jersey.</p> <p>Kotler, P./ Kartajaya, H./ Setiawan/ I.: Marketing 5.0: Technology for Humanity. John Wiley & Sons, Hoboken, New Jersey.</p> <p>Depending on selected topic, further individual selection and use of current academic literature.</p>