

Digital Marketing & Ecommerce

Number IMA	Workload 150 hrs	Credits 5 ECTS	Semester 6 /7	When offered WS 18/19	Duration 1 semester
----------------------	----------------------------	--------------------------	-------------------------	---------------------------------	-------------------------------

1	Coursework (hrs/week) Seminar and exercise.	Contact hours 4 SWS	Self-study	Language English
----------	---	-------------------------------	-------------------	----------------------------

2 Learning outcomes

Knowledge and understanding as well as application and knowledge creation.

Students learn to understand the principles of Digital Markets from the point of view of theory and practice.

They acquire comprehensive knowledge of planning, implementation, management and control of marketing related activities in the digital media.

Students learn to use and evaluate strategies and models for the realisation of successful mobile and online campaigns.

Students learn to recognise the interplay of technology and economic drivers to be able to derive management implications.

How to apply some of the important marketing tools in the online space and understand better the potential of omni-channel. Business ideas from various industries using Cases.

Master the fundamentals , terms and conditions and business models of electronic trade.

Students learn in detail concepts of retailing, classical brick-and mortar to click and ship models with Case Studies.

E-commerce framework with understanding of the core processes from Customer Demand to Customer Experience i.e from e-procurement to e- Fulfillment (including payment, delivery and return and customer service) and all in-between.

Technological enablement of the same through Enterprise Systems such as ERP, CRM, SCM etc

3 Course content

Digital Marketing

This module offers a specialization in digital media and Digital marketing

This module is used to lay the foundation (the bases of internet and of Digital Marketing)

It goes into greater depth on issues in Marketing online across channels, on the way how

Search engine work to their Optimisation and Search Engine Marketing.

Topic areas cover the technical and economic drivers of Digital marketing

- Online marketing channels, Campaign management,
- Content management Affiliate Marketing and Display
- Online marketing analytics / Web Analytics
- A/B testing Multivariate testing
- Search engine marketing (SEM) / PPC , Search engine optimisation (SEO)
- Social Media Marketing
- Business Intelligence

E-Commerce

The course E-Marketing & E-Commerce deals with types of successful business models in the e-marketing and e-commerce field (B2C and B2B). The planning, development, implementation and analysis of e-business solutions and instruments to control the business value chain are priorities of the course.

- Introduction to E-Commerce
- E-Commerce Framework
- E-Commerce –Product & Service Offerings
- E-Commerce –e-Shop
- E-Commerce –e-Marketplace
- E-Commerce -Fulfillment
- E-Commerce -Analytics
- E-Commerce –Enablement (Technology & Resources)
- E-Commerce –Strategy, Governance and Organization

4 Teaching methods

Seminar combined with exercises and group work on real world case studies

5 Course prerequisites

Formal: None

6 Type of examination

Written Test (120 minutes)

7 Requirements for the award of credit hours

Passing grade on module examination

8 Course share of final grade: 100 % from Written test