

Georg-August-Universität Göttingen		6 C
Module M.WIWI-BWL.0153: Digital Marketing		2 WLH
Learning outcome, core skills: After successfully completing this course, the students: <ul style="list-style-type: none"> • know core topics involved in the effective management of digital marketing strategies, tactics, • know how to create a digital marketing strategy by analyzing the digital landscape, • know how to transform marketing strategies into digital marketing objectives and tactics, • know how to plan the implementation of strategies and tactics using state of the art digital marketing instruments: <ol style="list-style-type: none"> 1. digital outbound marketing (reaching out to and targeting consumers; e.g., display advertising), 2. digital inbound marketing (ensuring that consumers can find information about brands; e.g., search engine optimization), 3. social media marketing (motivating consumers to create and disseminate brand-related social media content; e.g., content marketing), 4. mobile marketing (connecting with customers through smartphones and other mobile devices). <ul style="list-style-type: none"> • know developments of latest digital marketing innovations, • know how to critically reflect on the concepts and methods of digital marketing management and how to apply them by completing case studies. 		Workload: Attendance time: 28 h Self-study time: 152 h
Course: M.WIWI-BWL.0153.Lec Digital Marketing (Lecture) Contents: <ul style="list-style-type: none"> • Digital Marketing Strategy • Digital Outbound Marketing • Digital Inbound Marketing • Social Media Marketing • Mobile Marketing • Outlook: Digital Marketing Innovations 		2 WLH
Examination: Written examination (60 minutes) M.WIWI-BWL.0153.Mp: Digital Marketing		4 C
Examination: Case study discussion in lecture M.WIWI-BWL.0153.1: Digital Marketing		2 C
Examination requirements: <ul style="list-style-type: none"> • Theoretical and solution-oriented elaboration of digital marketing instruments, • application of digital marketing concepts, • one case assessment, presentation and discussion inclass (collaboration with other students in teams). 		
Admission requirements: none	Recommended previous knowledge: none	

Language: English	Person responsible for module: Prof. Dr. Maik Hammerschmidt
Course frequency: each summer semester	Duration: 1 semester
Number of repeat examinations permitted: twice	Recommended semester: 1 - 3
Maximum number of students: 60	
Additional notes and regulations: Because of the case study discussion in lecture the maximum number of students is 60.	