Online Marketing

Course Description

This course uses interdisciplinary fundamentals to enable students to deal operatively and strategically with the topic of Online Marketing. This approach includes business and economic principles as well as communicative multimedia basics or the consideration of the basic tonality of Online Marketing channels. This holistic view is essential for strategic planning: Besides considering companies’ positioning on the World Wide Web, the course will teach how to optimize Online Marketing appearances. Measuring success and evaluating the relevant key figures complete the comprehensive theme of the whole module. The Online Marketing course teaches basic technical terms and concepts, which include the online communication process, the added value of Online Marketing, electronic value creation, and business models. To exploit this knowledge, the course then discusses product suitability, pricing policy, distribution policy, and the various forms of marketing and distribution on the Internet. The course expands the understanding of the strategic and especially operational Online Marketing elements, such as the planning and realization of advertising campaigns through various sales channels. In addition, the increasing development of mobile communication is considered, and Mobile Marketing is relegated to part of the Online Marketing Mix. To understand the behavior of online customers, the course deals with the specific effects of advertising in Online Marketing. Based on the principles of customer acquisition, the course discusses customer retention and loyalty in Online Marketing, the strategies and tactics for growing the customer base, online campaigns, and the importance of online relationships. Students learn the legal aspects and the principles of the German Data Protection Ordinance (DSGVO) relevant to Online Marketing to legally validate advertising campaigns and customer approaches. This course thus offers students the opportunity to familiarize themselves with Online Marketing Management and implement its various aspects. They will also learn to assess Online Media Planning through Web Analytics and targeted monitoring. For this, students learn the relevant Key Performance Indicators of Online Marketing, which are essential for optimizing online strategies.

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   2. Create and Structure Media Budgets in a Targeted Manner
   3. Integrated Campaigns and Cross-Media Marketing
   4. Successful Media Mix through Campaign Management
2. The Online Presence
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   5. Online Shop
   6. Online Presentation and Distribution of Products and Services: Advantages and Disadvantages
3. Mobile Marketing and M-Commerce
   1. Basics and Classification of Mobile Marketing
   2. Responsive Design vs. Apps vs. Mobile Web
   3. App and QR Code Marketing
   4. Location-Based Services
   5. Mobile Advertising Media
   6. Mobile Commerce - Definition and Development
   7. Mobile Payment
   8. Success Factors of Mobile Campaigns
4. Online Law
   1. Legal Aspects of Online Marketing
   2. Copyright Law and the Handling of User-Generated Content
   3. The Right to your Own Image
   4. Basic Data Protection Ordinance (DSGVO)
5. Online Customer Retention and Service
   1. The AIDA Model: Extensions for Online Marketing
   2. Customer Acquisition and Customer Retention in Online Marketing
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9.1 Key Figures in Online Marketing

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