

## Online Marketing

Module Code: DLBMSM1-01\_E

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> BA	<b>CP</b> 5	<b>Student Workload</b> 150 h
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<b>Semester / Term</b> see curriculum	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Anne-Kristin Langner (Online Marketing)

### Contributing Courses to Module

- Online Marketing (DLBMSM01-01\_E)

### Module Exam Type

#### Module Exam

Study Format: myStudies  
Written Assessment: Written Assignment  
Study Format: Distance Learning  
Written Assessment: Written Assignment

#### Split Exam

### Weight of Module

see curriculum

**Module Contents**

- Basics of Online Marketing
- Forms and Channels of Online Marketing
- Online Marketing Strategy
- Online Media Planning
- The Online Presence
- Mobile Marketing and M-Commerce
- Online law
- Online Customer Retention and Service
- Web Analytics

**Learning Outcomes****Online Marketing**

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Online & Social Media Marketing

**Links to other Study Programs of the University**

All Bachelor Programs in the Marketing & Communication fields

# Online Marketing

Course Code: DLBMSM01-01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

## Course Description

This course uses interdisciplinary fundamentals that enable students to deal with the topic of Online Marketing in an operative and strategic way. This 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: In addition to considering the positioning of companies in the World Wide Web, the course will also work out how Online Marketing appearances can be optimized. The measurement of success and evaluation of relevant key figures complete the comprehensive basis for the whole module. The Online Marketing course teaches basic technical terms and concepts. These include the online communication process, added value of Online Marketing as well as electronic value creation and business models. Based on this knowledge, the course discusses aspects of product suitability, pricing policy, distribution policy, 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 taken into account and Mobile Marketing is considered as part of the Online Marketing Mix. To understand the behavior of online customers the course deals with the specific effects of advertising in regards to Online Marketing. Based on the principles of customer acquisition, the course discusses customer retention and loyalty in Online Marketing, strategies and tactics for increasing customer numbers, online campaigns and the importance of online relationships. Students learn the ropes of legal aspects and the principles of the German Data Protection Ordinance (DSGVO) relevant to Online Marketing to legally substantiate advertising campaigns and customer approaches. This course offers students the opportunity to get to know and implement the various aspects of Online Marketing Management in practice. They learn how to assess Online Media Planning through Web Analytics and targeted monitoring. For this, students learn the relevant Key Performance Indicators (KPIs) of Online Marketing, which are an essential condition for optimizing online strategies.

**Course Outcomes**

On successful completion, students will be able to

- classify and strategically consider the basics relevant for Online Marketing (online communication process, electronic value creation, ...)
- know the different Online Marketing channels and to evaluate digital advertising measures strategically and operationally on this basis.
- conceive an Online Marketing strategy and make strategic and operational decisions.
- attract and retain customers through Online Marketing measures.
- measure and evaluate Online Marketing programs.
- fundamentally assess the marketing chances of a company in the World Wide Web.
- consider the importance of mobile in the Online Marketing Mix.

**Contents**

1. Basics of Online Marketing
  - 1.1 Development and concept of Online Marketing
  - 1.2 The online communication process
  - 1.3 Added value of Online Marketing
  - 1.4 The role of Online Marketing in the Marketing Mix
  - 1.5 The electronic added value
  - 1.6 Electronic business concepts and platforms
  - 1.7 Current developments and trends
2. Forms and channels of Online Marketing
  - 2.1 Overview of the forms of Online Marketing
  - 2.2 Affiliate and Search Engine Marketing
  - 2.3 Display advertising and E-mail Marketing
  - 2.4 Social Media and Influencer Marketing
  - 2.5 Content Marketing and Storytelling
  - 2.6 Viral Marketing and Word-of-Mouth
  - 2.7 Native Advertising and Mobile Marketing
  - 2.8 Real Time Bidding and Programmatic Advertising
  - 2.9 Online PR
3. Online Marketing Strategy
  - 3.1 Setting goals and creating a basis
  - 3.2 The Customer Journey
  - 3.3 The adequate channel mix
  - 3.4 Define and analyze KPIs

4. Media planning online
  - 4.1 Principles of successful Media Planning
  - 4.2 Create and structure media budgets in a targeted manner
  - 4.3 Integrated campaigns and Cross-Media Marketing
  - 4.4 Successful media mix through campaign management
  
5. The Online Presence
  - 5.1 Website and web design
  - 5.2 Corporate Website
  - 5.3 Landing Page
  - 5.4 Blog
  - 5.5 Online Shop
  - 5.6 Online presentation and distribution of products and services - advantages and disadvantages
  
6. Mobile Marketing and M-Commerce
  - 6.1 Basics and classification of Mobile Marketing
  - 6.2 Responsive design vs. Apps vs. Mobile Web
  - 6.3 App and QR Code Marketing
  - 6.4 Location-based Services
  - 6.5 Mobile Advertising Media
  - 6.6 Mobile Commerce - definition and development
  - 6.7 Mobile Payment
  - 6.8 Success factors of mobile campaigns
  
7. Online law
  - 7.1 Legal aspects of Online Marketing
  - 7.2 Copyright law and the handling of user-generated content
  - 7.3 The right to your own image
  - 7.4 Basic Data Protection Ordinance (DSGVO)
  
8. Online Customer Retention and Service
  - 8.1 The AIDA model - extensions for Online Marketing
  - 8.2 Customer acquisition and customer retention in Online Marketing
  - 8.3 Online customer retention in the customer relationship life cycle
  - 8.4 Online customer service
  - 8.5 Excursus: Mass Customization

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| 9. Web Analytics                    |
| 9.1 Key figures in Online Marketing |
| 9.2 Web Monitoring                  |
| 9.3 Big Data                        |

<b>Literature</b>
<b>Compulsory Reading</b>
<b>Further Reading</b>
<ul style="list-style-type: none"><li>▪ Chaffey, D., &amp; Ellis-Chadwick, F. (2022). Digital marketing (8th ed.). Pearson.</li><li>▪ Kingsnorth, S. (2022). The Digital Marketing Handbook. Deliver powerful digital campaigns. KoganPage, London.</li><li>▪ Martínez-López, F. J., &amp; López López, D. (eds.) (2021). Advances in Digital Marketing and eCommerce. Second International, Conference, 2021. Springer Nature, Cham.</li></ul>

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b> 110 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 20 h	<b>Self Test</b> 20 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides