Online Marketing

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.

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   1. Principles of successful Media Planning
   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
   1. Website and web design
   2. Corporate Website
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   6. Online presentation and distribution of products and services - advantages and disadvantages
3. Mobile Marketing and M-Commerce
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   2. Responsive design vs. Apps vs. Mobile Web
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   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
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   5. Excursus: Mass Customization
6. Web Analytics

9.1 Key figures in Online Marketing

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