Modulbezeichnung	Digital Marketing Seminar
Modulbezeichnung (eng.)	Digital Marketing Seminar
Semester (Häufigkeit)	5 (jedes Wintersemester)
ECTS-Punkte (Dauer)	5 (1 Semester)
Art	Wahlpflichtmodul Schwerpunkt Marketing und Vertrieb
Studentische Arbeitsbelastung	60 h Kontaktzeit + 90 h Selbststudium
Voraussetzungen (laut BPO)	
Empf. Voraussetzungen	Principles of Marketing
Verwendbarkeit	BBW, BIBA, BIBS, BWP
Prüfungsform und -dauer	Presentation and 1h written exam
Lehr- und Lernmethoden	Seminar
Modulverantwortliche(r)	H. Hummels

Qualifikationsziele
Skills: Students know how to research, analyze and structure complex up-to-date topics of digital marketing on their own. They can present and discuss an up-to-date topic of digital marketing in an academically profound way, considering all relevant aspects.
Knowledge and understanding: Students receive up-to-date knowledge in current topics of digital marketing. They extend their knowledge and abilities to solve modern marketing problems using digital instruments. They are able to consider and evaluate particularities, advantages and limitations of digital marketing instruments and concepts in an adequate way.
Overall educational objective: Students are able to analyze up-to-date topics of digital marketing on their own and prepare an academic presentation on them.

Lehrinhalte
Overview of digital marketing, mapping of customer journeys and design of buyer personas as an opening to the semester; then independent analysis and preparation of selection of topics from digital marketing in a team, e.g. influencer marketing, programmatic advertising, SEO/ SEA etc., and presentation of one topic. The seminar will be held in English.

Literatur
Kotler, P./ Kartajaya, H./ Setiawan, I.: Marketing 4.0. Wiley&Sons, Hoboken, New Jersey, latest edition. Depending on topic selected, further independent research and use of relevant current academic literature.

Lehrveranstaltungen		
Dozenten/-innen	**Titel der Lehrveranstaltung**	**SWS**