

Module description: Digital Reputation Marketing		
Module Code	w.BA.XX.2DRM.XX	
ECTS Credits	3	
Language of Instruction/Examination	English	
Module Description	In this module, students examine emerging trends that affect marketing communications. This includes ways to identify, assess and manage reputation risks; an understanding of how branding and reputation management are connected; ways to measure and plan an online reputation; crisis management; topics such as influencer marketing and reputation, earned and owned media and analytics; and handling crisis communications.	
Organizational Unit	Institut für Marketing Management	
Module Coordinator	Bettina Beurer-Züllig	
Program and Specialization	<ul style="list-style-type: none"> Elective module (see module table) 	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge	This module provides only a rough outline of content marketing and social media marketing. Basic knowledge of these topics is assumed.	
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> Professional Competence Methodological Competence Social Competence Self-Competence 	
Contribution to Program Learning Objectives	<p>Professional Competence</p> <ul style="list-style-type: none"> Knowing and Understanding Content of Theoretical and Practical Relevance Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance Evaluate Content of Theoretical and Practical Relevance <p>Methodological Competence</p> <ul style="list-style-type: none"> Problem-Solving & Critical Thinking Scientific Methodology Work Methods, Techniques, and Procedures Information Literacy Creativity & Innovation <p>Social Competence</p> <ul style="list-style-type: none"> Written Communication Oral Communication Teamwork & Conflict Management Intercultural Insight & Ability to Change Perspective <p>Self-Competence</p> <ul style="list-style-type: none"> Self-Management & Self-Reflection Ethical & Social Responsibility Learning & Change 	

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Module Learning Objectives	Students... <ul style="list-style-type: none">• can reflect on the methods used today in the area of holistic digital reputation management and the objectives pursued by companies in this regard.• can describe the methods used today by agencies in the area of holistic digital reputation management and the objectives pursued by companies in this regard.• can apply the most important methods and critically reflect on their results.• know the most important trends in digital reputation management and can evaluate them in the context of marketing.• can comment on the activities a company needs to perform and how to prioritize them.• can give examples of how advanced digital reputation management methods are used in Switzerland and internationally.• can design strategies to implement advanced digital reputation management methods in companies.• can assess the level of digital reputation management in a company.																															
Module Content	<ul style="list-style-type: none">• Basic knowledge I - reputation management• Basic knowledge II - online reputation management• Identity, image, and reputation• Trust in reputation management• CSR (corporate social responsibility) and reputation• Internal reputation management• Identifying, assessing, and managing reputation risks• Crisis management• Measuring and planning reputation• Influencer marketing and reputation• Reputation campaigns• Management of online reviews• Personal branding and reputation																															
Links to other modules	This module is linked to the following modules: <ul style="list-style-type: none">• w.BA.XX.2GDM.XX																															
Digital Learning Resources	<ul style="list-style-type: none">• Reader• Teaching Videos• Case Studies (with Key)																															
Methods of Instruction	<ul style="list-style-type: none">• Case Studies• Exercises• Explorative Learning• Literature Review• Interactive Instruction• Lecture• Problem-Oriented Teaching		Social Settings Used: <ul style="list-style-type: none">• Group Work• Individual Work																													
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th>Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>14 h</td><td>14 h</td><td></td></tr><tr><td>Small Class</td><td>-</td><td>-</td><td></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td></td></tr><tr><td>Total</td><td>14 h</td><td>14 h</td><td>62 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Large Class	14 h	14 h		Small Class	-	-		Group Instruction	-	-		Practical Work	-	-		Seminar	-	-		Total	14 h	14 h	62 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
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	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Talk/oral presentation	Grade	Gruppenarbeit	15	100.00
Classroom Attendance Requirement	None				
Compulsory Reading	<ul style="list-style-type: none">• Pownall, C. (2015). Managing Online Reputation How to Protect Your Company on Social Media. palgrave. ISBN 78-1-137-38229-0.• Helm, S., Liehr-Gobbers, K. & Storck, C. (2011). Reputation Management. Springer. ISBN 978-3-642-19266-1.				
Recommended Reading					
Comments					