ZHAW School of Management and Law

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	Fachst. Customer Management & e-Commerce
Module Coordinator	Michael Klaas
Program and Specialization	• Business Administration - Specialization in Accounting, Controlling, Auditing • Business Administration - Specialization in Banking and Finance • Business Administration - Specialization in Banking and Finance (FLEX) • Business Administration - Specialization in Behavioral Design • Business Administration - Specialization in Economics and Politics • Business Administration - Specialization in Financial Management • Business Administration - Specialization in General Management • Business Administration - Specialization in General Management (Flex) • Business Administration - Specialization in Marketing • Business Administration - Specialization in Politics and Management • Business Administration - Specialization in Risk and Insurance • Business Information Technology - Specialization in Business Information Systems • Business Information Technology - Specialization in Data Science • International Management
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, social media marketing, SEO, and SEA. Basic knowledge of these topics is assumed. (Video material will be provided that delivers much of the basic knowledge in a compact form.)
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence

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Contribution to Program Learning Objectives	**Professional Competence** • 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 **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change
Module Learning Objectives	Students... • 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	• 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 • Reputation management on Facebook and LinkedIn • 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: • w.BA.XX.2GDM.XX
Digital Learning Resources	• Reader • Teaching Videos • Case Studies (with Key)
Methods of Instruction	• Exercises • Case Studies • Literature Review • Interactive Instruction • Problem-Oriented Teaching • Explorative Learning • Lecture Social Settings Used: • Group Work • Individual Work

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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Large Class	16 h	12 h	
	Small Class	-	-	
	Group Instruction	-	-	
	Practical Work	16 h	8 h	
	Seminar	-	-	
	Total	**32 h**	**20 h**	**38 h**

Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				

	Others	Assessment	Format	Length (min.)	Weighting
	Peer evaluation	Grade	Gruppenarbeit	10	10.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	90.00

Classroom Attendance Requirement	None
Compulsory Reading	- 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	