**Valid for** 2022.HS

| Module Name: Introduction to Digital Marketing Communication | |
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| Module Code | w.BA.XX.2GDM.XX |
| Module Description | Internet and digital transformation have fundamentally changed media usage and the way we deal with information. Many target groups can only be reached via the Internet, and digital advertising media must complement or replace traditional communication. Online marketing and its digital instruments are cost-effective alternatives for branding, new customer acquisition, or customer retention. In this class, you will gain a compact overview of the most important areas of digital marketing. We will start with a strategic perspective on digital and online marketing and focus on the specific instruments. This includes social media strategy, e-mail marketing, digital content marketing, SEO/SEA, community management, e-commerce, and analytics.The module will be complemented by a practical case you will work on in groups. |
| Program and Specialization | § Business Administration - Specialization in Accounting, Controlling, Auditing <br> § Business Administration - Specialization in Banking and Finance <br> § Business Administration - Specialization in Banking and Finance (FLEX) <br> § Business Administration - Specialization in Banking and Finance (PiE) <br> § Business Administration - Specialization in Behavioral Design <br> § Business Administration - Specialization in Economics and Politics <br> § Business Administration - Specialization in General Management <br> § Business Administration - Specialization in General Management (Flex) <br> § Business Administration - Specialization in Marketing <br> § Business Administration - Specialization in Risk and Insurance <br> § Business Information Technology |
| Legal Framework | Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009 |
| Module Category | **Module Type:** <br> Compulsory Elective | **Program Phase:** <br> Main Study Period |
| ECTS | 3 |
| Organizational Unit | W Institut für Marketing Management |
| Module Coordinator | Michael Klaas (klaa) |
| Deputy Module Coordinator | Valerio Stallone (stlv) |
| Prerequisite Knowledge | There is no specific knowledge required to participate in this class. <br> However, you need an affinity for the usage of digital media and social networks. In addition, this module requires you to work on the case in groups, so active participation, teamwork, and the motivation to participate are essential and a requirement for this class. |
| Contribution to Program Learning Goals (Affected by Module) | § Professional Competence <br> § Methodological Competence <br> § Social Competence <br> § Self-Competence |
| Contribution to Program Learning Objectives | Professional Competence <br> § Knowing and Understanding Content of Theoretical and Practical Relevance <br> § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance <br> § Evaluate Content of Theoretical and Practical Relevance <br> Methodological Competence <br> § Problem-Solving & Critical Thinking <br> § Scientific Methodology <br> § Work Methods, Techniques, and Procedures <br> § Information Literacy <br> § Creativity & Innovation <br> Social Competence <br> § Written Communication <br> § Oral Communication <br> § Teamwork & Conflict Management <br> § Intercultural Insight & Ability to Change Perspective <br> Self-Competence <br> § Self-Management & Self-Reflection <br> § Ethical & Social Responsibility <br> § Learning & Change |
| Module Learning Objectives | Students... <br> § understand how digital marketing is implemented in an existing marketing organization |

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| | § understand the different instruments and disciples of digital marketing within a company<br>§ develop a digital marketing strategy, including the implementation of case-specific instruments<br>§ experience how the different instruments can be applied to a specific case<br>§ understand how frameworks and scientific methods can be applied to real-life situation |
| Module Content | § Digital Marketing Fundamentals I<br>§ Digital Marketing Fundamentals II<br>§ Digital Marketing Fundamentals III<br>§ Digital Content Marketing<br>§ Search Engine Optimization<br>§ Search Engine Advertising<br>§ Social Media Marketing<br>§ Influencer and Community Marketing<br>§ E-Mail and Mobile Marketing<br>§ E-Commerce<br>§ Marketing Automation and Trends |
| Links to other modules | The content of this module is linked to the following modules:<br>w.BA.XX.2AMark.XX |
| | w.BA.XX.2Mark.XX |
| | w.BA.XX.2MT.XX |

| Methods of Instruction | § Lecture<br>§ Interactive Instruction<br>§ Case Studies<br>§ Problem-Oriented Teaching<br>§ Explorative Learning | **Social Settings Used:**<br>§ Individual Work<br>§ Group Work |
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| Digital Resources | § Reader<br>§ Teaching Videos<br>§ Teaching Materials<br>§ Multiple Choice Tests |
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| Type of Instruction | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
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| Large Class | 15 h | 8 h | |
| Small Class | - | - | |
| Group Instruction | 4 h | 38 h | |
| Practical Work | 4 h | 10 h | |
| Seminar | - | - | |
| **Total** | **23 h** | **56 h** | **11 h** |

Performance Assessment

| **End-of-module exam** | **Form** | **Length (min.)** | **Weighting** |
|---|---|---|---|
| - | - | - | - |
| **Permitted Resources** | - | | |

| **Others** | **Assessment** | **Length (min.)** | **Weighting** |
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| Talk/oral presentation | Grade | 15 | 30,00 % |
| Written blogpost (digital-marketing-based) | Grade | - | 20,00 % |
| Peer evaluation | Grade | - | 10,00 % |
| Digital marketing case (written report) | Grade | - | 40,00 % |

| Classroom Attendance Requirement | Mandatory Attendance: None<br><br>Attendance is not compulsory and is not monitored except for guest lectures and group oral presentations. |
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| Language of Instruction/Examination | English |
| Compulsory Reading | - |
| Recommended Reading | - |
| Comments | • Please note that this module will mainly take place offline (i.e., in ZHAW lecture rooms), in some cases online (Microsoft Teams). The final schedule (including information on the mode of implementation of all classes of this module) will be announced at the first event of the module at the latest.<br>• No consideration can be given to classes taking place immediately before or after this module. It is your responsibility to clarify whether this module fits your schedule.<br>• Peer evaluation will be conducted in which the group members assess the individual work performance of the other group members. The result of this peer evaluation may have an effect on the final module grade. However, the final decision lies with the instructor. |