

Module description: Automation & AI in Marketing	
Module Code	w.MA.XX.AAIM.26HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	Marketing organizations rely increasingly on technology. With the growing number of tasks and the complexity of the modern work environment, automation is the main driver of more efficiency and success. AI and especially LLM have created a fast developing universe of possibilities that allow to combine customer orientation and efficiency in marketing. A profound understanding of what marketing automation and artificial intelligence in marketing mean, and what usage scenarios can be applied to marketing, is becoming a key skill for the modern marketer. As part of gaining a deeper understanding of customers and the requirement to predict an outcome in a complex scenario, artificial intelligence is a major driver of marketing automation. This module covers the most common applications of marketing automation and artificial intelligence in marketing. A technical perspective is given but on a basic level.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Frank Hannich
Deputy Module Coordinator	Umut Demiriz
Legal Framework	Academic Regulations MSc in Business Administration dated by 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Marketing), first adopted on 07.11.2008
Module Category	Module Type Compulsory Elective
Prerequisite Knowledge	The module builds on previous modules of the MSc BA Marketing that have cover AI in specific fields of marketing. There are no further specific prerequisites.
Contribution to Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to 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 define what marketing automation and AI in marketing are and how it can be applied in a marketing organization. • can characterize different marketing automation approaches and explain how different use cases of marketing automation and AI in marketing can be implemented. • are able to evaluate and prioritize use cases to implement marketing automation and AI concepts in a specific company. 																																						
Module Content	<ul style="list-style-type: none"> • Principles of marketing automation • Artificial intelligence - fundamentals • Big, smart and small data as requirements for marketing automation • Usage scenarios in marketing - email marketing • Usage scenarios in marketing - increasing engagement • Build your own GPT bot and your own app • Local LLM usage • Agent-based marketing and agentic AI • Generative AI content creation • Marketing automation and AI project management and business case reasoning 																																						
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Teaching Videos • Practice and Application Exercises (with Key) • Case Studies (with Key) • AI-tool application 																																						
Methods of Instruction	<ul style="list-style-type: none"> • Problem-Oriented Teaching • Literature Review • Case Studies • Exercises • Application Tasks • Interactive Instruction • Lecture • Project Work 	Social Settings Used: <ul style="list-style-type: none"> • Pair Work • Group Work 																																					
Type of Instruction	<table border="1"> <thead> <tr> <th></th> <th>Classroom Instruction</th> <th>Guided Self-Study</th> <th colspan="2">Autonomous Self-Study</th> </tr> </thead> <tbody> <tr> <td>Lecture</td> <td>28 h</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Excercise</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Project Work</td> <td>-</td> <td>30 h</td> <td colspan="2"></td> </tr> <tr> <td>Seminar</td> <td>-</td> <td>-</td> <td colspan="2"></td> </tr> <tr> <td>Total</td> <td>28 h</td> <td>30 h</td> <td colspan="2">32 h</td> </tr> </tbody> </table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Lecture	28 h	-			Excercise	-	-			Project Work	-	30 h			Seminar	-	-			Total	28 h	30 h	32 h						
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Classroom Attendance Requirement	Other Students must attend the oral presentations in weeks 13 and 14.																																						
Comments	Specific literature recommendations will be given each week. Assessment: Can not be reworked after.																																						