

Valid from 2025.HS

Module description: Automation and AI in Marketing	
Module Code	w.MA.XX.AKIM.19HS
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. A basic 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 very basic level. For some exercises, basic programming knowledge might be required, but programming knowledge is not a prerequisite for this module.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Frank Hannich
Deputy Module Coordinator	Umut Demiriz
Program and Specialization	<ul style="list-style-type: none"> • Business Administration - Specialization in Marketing
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	No specific knowledge is required as the module will give a basic overview. However, there will be some basic tasks covering statistics, math, and very basic coding, so expertise in these areas will be helpful.
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	Professional Competence <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 Methodological Competence <ul style="list-style-type: none"> • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation Social Competence <ul style="list-style-type: none"> • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective Self-Competence <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 is and how it can be applied in a marketing organization.• can characterize different marketing automation approaches and explain how different usage scenarios of marketing automation can be implemented.• can apply specific tools or concepts of marketing automation, such as email marketing, lead nurturing, and conversational commerce.• are able to evaluate and prioritize main tasks to implement marketing automation concepts.• can evaluate and classify the current situation of the marketing organization with regard to automation potential.• are able to understand and characterize artificial intelligence in marketing in a specific context.• can develop, apply, and use tools and technologies using artificial intelligence (categorization frameworks, GAN networks, neural networks).• can develop and deduce a concept for artificial intelligence in marketing.• can decide what method or concept of marketing automation or artificial intelligence in marketing can be applied.• can characterize an automation concept and AI-based technology portfolio that is relevant for modern marketing organizations.																											
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• Prompting basics and advanced prompting• Local LLM usage• Agent-based marketing• Generative AI content creation																											
Links to other modules	This module is linked to the following modules:																											
Digital Learning Resources	<ul style="list-style-type: none">• Teaching Videos• Teaching Materials• Practice and Application Exercises (with Key)• Case Studies (with Key)																											
Methods of Instruction	<ul style="list-style-type: none">• Case Studies• Explorative Learning• Interactive Instruction• Lecture• Exercises• Problem-Oriented Teaching• Literature Review		Social Settings Used: <ul style="list-style-type: none">• Individual Work• Group 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>Lecture</td><td>28 h</td><td>-</td><td></td></tr><tr><td>Excercise</td><td>-</td><td>30 h</td><td></td></tr><tr><td>Project 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>28 h</td><td>30 h</td><td>32 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study	Lecture	28 h	-		Excercise	-	30 h		Project Work	-	-		Seminar	-	-		Total	28 h	30 h	32 h
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Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Talk/oral presentation	Grade	Gruppenarbeit	15	60.00
	Written Assignment	Grade	Einzelarbeit	0	40.00
Classroom Attendance Requirement	Other Students must attend the oral presentations in Weeks 13 and 14.				
Compulsory Reading					
Recommended Reading					
Comments	Specific literature recommendations will be given each week.				