ZHAW
Zürich University of Applied Sciences

School of Management and Law

Module description: Digital Marketing for Start-ups

Module Code	w.MA.XX.DMSU.20HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	For start-ups, it is especially important to be able to introduce their products to the market as efficiently and effectively as possible. Digital marketing measures are often the means of choice - due to their comparatively low cost, wide reach, and ease of implementation. This module provides an overview of the general challenges and success factors of start-ups. It explains various product launch strategies in the B2C and B2B segments using specific examples, and it discusses the digital marketing strategies, methods, and tools that start-ups can use to launch a product.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Rainer Fuchs
Deputy Module Coordinator	Helen Vogt
Program and Specialization	• Business Administration - Specialization in Innovation and Entrepreneurship • Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Innovation and Entrepreneurship), first adopted on 22.09.2019
Module Category	**Module Type** Compulsory Elective
Prerequisite Knowledge	Compulsory MSc modules according to module table Affinity for and basic knowledge of digital marketing methods and techniques
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
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

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Module Learning Objectives	Students... • know digital marketing methods. • identify success factors of product launches, especially for start-ups. • develop and plan digital marketing launch activities for a new product. • compare and assess launch strategies in the B2C and B2B segments in different situations. • know techniques that support the product launch process. • assess promotion instruments for start-ups in Switzerland and Europe. • adapt best practices from other start-ups and product launches to other/their own challenges.
Module Content	• Start-up promotion in Switzerland and the EU
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Teaching Videos • Teaching Materials • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests
Methods of Instruction	• Interactive Instruction Social Settings Used: • Case Studies • Group Work • Lecture • Individual Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	28 h	
Project Work	-	-	
Seminar	-	-	
Total	**28 h**	**28 h**	**34 h**

Performance Assessment

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

Others	Assessment	Format	Length (min.)	Weighting
Written Assignment	Grade	Gruppenarbeit	0	40.00
Talk/oral presentation	Grade	Gruppenarbeit	20	60.00

Classroom Attendance Requirement	None
Compulsory Reading	• Documentation on Moodle
Recommended Reading	
Comments	