Valid from 2026.HS

Module description: Marketing Technology

Module Code	w.MA.XX.MAT.19HS
ECTS Credits	3
Language of Instruction/Examination	English
Module Description	Embark on a journey into the dynamic realm of marketing technology, where innovation meets strategy to revolutionize how businesses engage with their audience. As the digital landscape evolves, so do the roles of chief marketing technologists (CMTs), who pave the way for the marketing of the future. In this immersive module, you will explore in depth the fusion of marketing and IT, equipping yourself with the prowess to navigate the technological challenges of tomorrow with strategic finesse. Uncover the myriad possibilities and untapped potential of marketing technologies, as you learn to wield them as instruments of transformation. However, this module offers more than just theoretical knowledge—it's a blueprint for implementation. You'll discover the art of seamless integration, ensuring that marketing technologies become an integral part of your company's DNA. Moreover, you'll master the art of prioritization, honing your ability to discern and deploy technologies that align perfectly with your business objectives. Whether you're a seasoned professional seeking to stay ahead of the curve or an aspiring visionary ready to make your mark, this course is your gateway to unlocking the limitless potential of marketing technology.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Marcel Hüttermann
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
Contribution to Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to 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...

- gain a comprehensive understanding of marketing technologies, functions, and the impact on modern marketing practices.
- develop the ability to communicate effectively and collaborate between marketing and IT departments, facilitating seamless integration of technology into marketing strategies.
- explore the responsibilities and skill sets required for the role of a chief marketing technologist, understanding their pivotal role in driving technological innovation within marketing departments.
- learn to formulate and execute strategic plans for leveraging marketing technologies to achieve organizational objectives and gain a competitive advantage.
- acquire the skills necessary to evaluate, select, and implement new marketing technologies and software solutions, ensuring alignment with business needs and objectives.
- understand the principles of IT management and business-IT alignment, enabling effective coordination between IT infrastructure and marketing strategies to achieve common goals.
- explore the applications of artificial intelligence (AI) in marketing and learn how to leverage AI tools to enhance marketing effectiveness.
- assess the maturity level of marketing technology adoption within an organization and develop strategies to enhance MarTech maturity for improved performance and efficiency.
- familiarize themselves with the capabilities of no- and low-code tools for marketing technology development, enabling rapid prototyping and implementation of marketing solutions without extensive coding knowledge.
- develop proficiency in organizing and managing marketing data effectively, including data collection, storage, analysis, and interpretation to derive actionable insights and drive informed decision-making.
- critically analyze case study on a selected topic, demonstrating comprehensive understanding of MarTech concepts, methodologies, and best practices while effectively communicating findings and recommendations.

Module Content

- Introduction to marketing technologies
- Bridging marketing and IT
- Job profile of the Chief Marketing Technologist (CMT)
- MarTech strategy
- Implementing new technologies/software Into businesses
- IT-management und business-IT-alignment
- AI in marketing
- MarTech maturity
- Data organization and management

Digital Learning Resources

- Reader
- Teaching Videos
- Teaching Materials

Methods of Instruction

- Problem-Oriented Teaching
- Lecture
- Project Work

Social Settings Used:

- Individual Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	-	
Excercise	-	-	
Project Work	-	-	
Seminar	-	-	
Total	**28 h**	**0 h**	**62 h**

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Performance Assessment

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

	Assessment	Format	Length (min.)	Weighting
Talk/oral presentation	Grade	Individual work	15	100.00%

Classroom Attendance Requirement

None

Compulsory Reading

- Course materials, documents provided on Moodle

Recommended Reading

- https://chiefmartec.com/
- https://hbr.org/2014/07/the-rise-of-the-chief-marketing-technologist
- https://martech.org/