

Valid from 2026.FS

Module description: Mobile Marketing and Online Advertising	
Module Code	w.MA.XX.MMO.19HS
ECTS Credits	3
Language of Instruction/Examination	German
Module Description	After discussing the fundamentals, the module covers the development and implementation of strategies and concepts of online and mobile marketing. Students get to know the different instruments and channels of mobile and app marketing as well as the online advertising industry. One focus is on the discussion of new mobile technologies and applications such as augmented reality, virtual reality, location-based marketing, and the internet of things for marketing. Students learn how to plan, execute, and optimize digital marketing campaigns, including mobile sales of products and services. Mobile commerce and the marketing of an online shop as well as social commerce (e.g., social media platforms and influencer marketing) will be discussed. At the end of the module, the success of digital marketing and advertising measures will be analyzed using digital analytics and campaign tracking. The content of Mobile Marketing, a book by Rieber, D. are a prerequisite for this module.
Organizational Unit	Institut für Marketing Management
Module Coordinator	Florian Gasser
Deputy Module Coordinator	Frank Hannich
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	An affinity for and an interest in digital topics are required. Some professional experience of internet and digital marketing and/or lectures attended on these topics will be an advantage.
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> • Professional Competence • Methodological Competence • Social Competence • Self-Competence

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Contribution to Program 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 	
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> • can develop strategies, concepts, and measures of mobile marketing and online advertising. • know the various instruments and channels of digital, mobile, and app marketing. • get to know new mobile technologies and applications (e.g., augmented/virtual reality, location-based marketing, and the internet of things). • develop marketing campaigns on mobile marketing platforms (e.g., Instagram, Facebook, Twitter, and LinkedIn marketing). • learn to market and sell various products and services online via mobile commerce. • analyze the success of mobile marketing and online advertising (digital & app analytics, campaign tracking) • work independently to deepen their knowledge and specialize in a self-chosen topic of digital marketing (as a performance assessment) 	
Module Content	<ul style="list-style-type: none"> • Foundations and perspectives of mobile marketing & online advertising • Mobile media use & mobile marketing in the era of digital transformation • Types and measures of mobile marketing & online advertising (e.g., mobile web, mobile app, mobile & proximity advertising, social media, technology) • Planning, integration, implementation, and optimization of mobile marketing and online advertising campaigns • Mobile web (website, search, shop, e-mail) • Mobile app (UX, app store, user acquisition, user retention) • Mobile & proximity advertising (campaign planning, advertising formats, control, and targeting) • Mobile social media (content, messaging) • Mobile technology (augmented/virtual reality, voice, IoT) • Mobile commerce (social & voice commerce) • Mobile analytics, campaign tracking, and digital marketing controlling • Students give a presentation (as a performance assessment) on a topic they have chosen themselves 	
Links to other modules	This module is linked to the following modules:	
Digital Learning Resources	<ul style="list-style-type: none"> • Reader • Case Studies (with Key) 	
Methods of Instruction	<ul style="list-style-type: none"> • Lecture • Project Work 	<p>Social Settings Used:</p> <ul style="list-style-type: none"> • Group Work

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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study	
	Lecture	26 h	2 h		
	Excercise	-	-		
	Project Work	-	36 h		
	Seminar	-	-		
	Total	26 h	38 h	26 h	
Performance Assessment	End-of-module exam		Form	Length (min.)	Weighting
	-				
	Permitted Resources				
	Others	Assessment	Format	Length (min.)	Weighting
	Written Assignment	Grade	Gruppenarbeit	0	75.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	25.00
Classroom Attendance Requirement	Other The oral presentation (which is a performance assessment and weighted at 25%) is given after the semester has finished, during the examination period. The exact dates will be announced by the module coordinator. Attendance is compulsory. Failure to participate in the presentations leads to a fail and deduction of a whole grade from the module grade of the respective group member.				
Compulsory Reading	<ul style="list-style-type: none">Rieber, D. (2017). Mobile Marketing - Grundlagen, Strategien, Instrumente. 1st edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-14777-8. Free download at ZHAW: https://link.springer.com/book/10.1007/978-3-658-14777-8.				
Recommended Reading	<ul style="list-style-type: none">Kreutzer, R. (2021). Praxisorientiertes Online-Marketing: Konzepte – Instrumente – Checklisten. 4th edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-12287-4. Free download at ZHAW unter: https://link.springer.com/book/10.1007/978-3-658-31990-8.Lammenett, E. (2021). Praxiswissen Online-Marketing. 8th edition. Wiesbaden: Springer Gabler. ISBN 978-3-658-25135-2. Free download at ZHAW: https://link.springer.com/book/10.1007/978-3-658-32340-0.				
Comments	Group assignment: Developing a mobile marketing concept for the student's own company or an assigned company.				