

Course	
Course Number	7546
Exam Number	7546
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	1 SWS Seminar 0,5 SWS Exercises 0,5 SWS Project Work / Case Studies
ECTS Credit Points	2,5
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Prof. Dr. Tobias Blask
Prerequisites for Participation	It is helpful for students to have a basic understanding of marketing principles and concepts before taking this digital marketing class.
Content	<p>This course introduces students to the fundamental principles of digital marketing, including how to create and implement effective digital marketing strategies. Through a combination of lectures, case studies, and hands-on projects, students will learn how to develop and execute marketing campaigns across a variety of digital channels such as search engines, social media, email, and mobile apps.</p> <p>Topics covered include</p> <ul style="list-style-type: none"> - search engine optimization - social media marketing - email marketing - display advertising - analytics <p>Upon completion of this course, students will be able to create and execute a digital marketing plan and measure the success of their campaigns.</p>
Target Competencies	Students completing this digital marketing class are able to:

Course	Internet Marketing
	<ul style="list-style-type: none"> - Understand the fundamental principles of digital marketing and how it fits into the overall marketing mix. - Develop and execute a digital marketing plan. - Use various digital marketing channels and tactics, such as search engine optimization, social media marketing, email marketing, and display advertising. - Use analytics tools to measure and report on the effectiveness of digital marketing campaigns. - Understand the ethical and legal considerations involved in digital marketing. <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
Examination and Course Achievement	<p>The primary form of examination is the project work.</p>
Basic Literature	<p>Zahay, Debra. Digital Marketing: Integrating Strategy and Tactics with Values. Routledge, 2018.</p> <p>Chaffey, Dave, and Fiona Ellis-Chadwick. Digital Marketing: A Practical Approach. Pearson, 2018.</p> <p>Deiss, Ryan, and Russ Henneberry. Digital Marketing for Dummies. John Wiley & Sons, 2017.</p>