

# MODULE HANDBOOK

**Master of Arts**

Master Digital Marketing (FS-OI-EU-MADIM-60)

60 ECTS

Distance Learning

Classification: Non-consecutive

# Contents

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## 1. Semester

### **Module DLMOSMM\_E: Online and Social Media Marketing**

Module Description .....	9
Course DLMWOM01_E: Online and Social Media Marketing .....	11

### **Module DLMOMPMSS\_E: Performance Marketing: Search and Social**

Module Description .....	15
Course DLMOMPMSS01_E: Performance Marketing: Search and Social .....	17

### **Module DLMOMPMAM\_E: Performance Marketing: Affiliate and Mail**

Module Description .....	21
Course DLMOMPMAM01_E: Performance Marketing: Affiliate and Mail .....	23

### **Module DLMMADAS\_E: Digital Analytics and Strategies**

Module Description .....	27
Course DLMMADAS01_E: Digital Analytics and Strategies .....	29

### **Module DLMAF\_E: Applied Research**

Module Description .....	33
Course DLMAF01_E: Applied Research .....	35

### **Module DLMOMPAOM\_E : Project: Agile Online Marketing**

Module Description .....	39
Course DLMOMPAOM01_E : Project: Agile Online Marketing .....	41

---

## 2. Semester

### **Module DLMMASMR\_E: Seminar: Marketing Responsibility**

Module Description .....	49
Course DLMMASMR01_E: Seminar: Marketing Responsibility .....	51

### **Module DLMOMSSMM\_E: SEA and Social Media Marketing**

Module Description .....	55
Course DLMOMSSMM01_E: SEA and Social Media Marketing .....	57
Course DLMOMSSMM02_E: Project: Paid Media .....	60

### **Module DLMOMDDMC\_E: Data Driven Marketing and Controlling**

Module Description .....	63
--------------------------	----

Course DLMOMDDMC01_E: Data Driven Marketing .....	66
Course DLMMAAMC01_E: Advanced Marketing Controlling .....	69
<b>Module DLMOMMM_E: Mobile Marketing</b>	
Module Description .....	75
Course DLMOMMM01_E: Web and Mobile Development .....	77
Course DLMOMMM02_E: Project: Digital Campaigns .....	81
<b>Module MWEC-01_E: E-Commerce</b>	
Module Description .....	83
Course MWEC01-01_E: E-Commerce I .....	86
Course MWEC02-01_E: E-Commerce II .....	90
<b>Module DLMOMIAE_E: Innovation and Entrepreneurship</b>	
Module Description .....	95
Course DLMBIE01-01: Innovation and Entrepreneurship .....	98
Course DLMBMMIIT01: Internet of Things .....	104
<b>Module DLMBPDDT: Product Development and Design Thinking</b>	
Module Description .....	109
Course DLMBPDDT01: Product Development .....	111
Course DLMBPDDT02: Design Thinking .....	115
<b>Module DLMBSPBE: Sales, Pricing and Brand Management</b>	
Module Description .....	119
Course DLMBSPBE01: Global Brand Management .....	122
Course DLMBSPBE02: Sales and Pricing .....	126
<b>Module DLMIMWKI: Artificial Intelligence</b>	
Module Description .....	131
Course DLMAIAI01: Artificial Intelligence .....	133
Course DLMAISAI01: Seminar: AI and Society .....	137
<b>Module DLMWKPR_E: Communication and Public Relations</b>	
Module Description .....	141
Course DLMWKB01_E: Communication and Public Relations I .....	144
Course DLMWKB02_E: Communication and Public Relations II .....	148
<b>Module DLMSFCS: Salesforce Consultant Specialization</b>	
Module Description .....	151
Course DLMSFCS01: Salesforce Administrator and Service Cloud Consultant .....	153
Course DLMSFCS02: Salesforce Sales Cloud Consultant .....	155
<b>Module DLMSFSS: Salesforce Sales Specialization</b>	
Module Description .....	157

Course DLMWSA01_E: Sales Management I .....	159
Course DLMSFSS01: Salesforce Sales Skills .....	163
<b>Module DLMSFDS: Salesforce Developer Specialization</b>	
Module Description .....	167
Course DLMSFDS01: Salesforce Platform App Builder .....	169
Course DLMSFDS02: Salesforce Platform Developer .....	171
<b>Module DLMPREEPMS: Process Management with Scrum</b>	
Module Description .....	173
Course DLMPREEPMS01: Process Management with Scrum .....	175
Course DLMPREEPMS02: Project: Corporate Project with Scrum .....	179
<b>Module DLMPREEMPR: Project Management with PRINCE2®</b>	
Module Description .....	183
Course DLMPREEMPR01: Project Management with PRINCE2® .....	185
Course DLMPREEMPR02: Project: Corporate Project with PRINCE2® .....	189
<b>Module DLMITEBDA: Big Data Applications</b>	
Module Description .....	193
Course DLMDSBDT01: Big Data Technologies .....	195
Course DLMBBD01: Data Utilization .....	199
<b>Module DLMBDSA: Data Science and Analytics</b>	
Module Description .....	203
Course DLMBDSA01: Data Science .....	206
Course DLMBDSA02: Analytical Software and Frameworks .....	211
<b>Module DLMDSEBA: Business Analyst</b>	
Module Description .....	215
Course DLMDSEBA01: Business Intelligence I .....	217
Course DLMDSEBA02: Project: Business Intelligence .....	221
<b>Module DLMDIMECOC: Communitymanagement and Online Communication</b>	
Module Description .....	225
Course DLMMMCM01: Community Management .....	227
Course DLMMMSDSM01: Seminar: The Dark Side of Online Communication .....	231
<b>Module DLMDIMESMC: Social Media Creation</b>	
Module Description .....	235
Course DLMMKSMC01: Social Media Creation: Audio, Video/Motion, Text .....	237
Course DLMMMPC01: Project: Content Creation .....	240
<b>Module DLMDIMENM: Neuromarketing</b>	
Module Description .....	243

Course DLMDIMENM01: Neuromarketing .....	245
Course DLMDIMENM02: Project: Online Neuromarketing .....	248
<b>Module DLMDIMESMCS: Social Media Campaigns and Storytelling</b>	
Module Description .....	251
Course DLMMMSMCM01: Social Media and Campaign Management .....	253
Course DLMMKMSTSM01: Storytelling in Social Media .....	257
<b>Module DLMDIMEGHCR0: Growth Hacking and Conversion Rate Optimization</b>	
Module Description .....	261
Course DLMGHAGH01: Advanced Growth Hacking .....	263
Course DLMGHPCRO01: Project: Conversion Rate Optimization .....	267
<b>Module DLMDIMECBDBM: Consumer Behaviour and Digital Business Models</b>	
Module Description .....	269
Course DLMBCBR01: International Consumer Behavior .....	272
Course DLMIDBM01_E: Digital Business Models .....	276
<b>Module DLMMTHES: Master Thesis</b>	
Module Description .....	281
Course DLMMTHES01: Master Thesis .....	283
Course DLMMTHES02: Colloquium .....	287

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2023-11-02

# 1. Semester

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## Online and Social Media Marketing

Module Code: DLMOSMM\_E

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> MA	<b>CP</b> 5	<b>Student Workload</b> 150 h
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<b>Semester / Term</b> 1. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Anne-Kristin Langner (Online and Social Media Marketing)

### Contributing Courses to Module

- Online and Social Media Marketing (DLMWOM01\_E)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Written Assessment: Case Study  
Study Format: myStudies  
Written Assessment: Case Study

#### Split Exam

### Weight of Module

see curriculum

**Module Contents**

The focus of this module is to convey understanding of the effects of online communication media in marketing. For this purpose, the conceptual and strategic framework of online and social media marketing will be defined and critically reflected. The operative fields of application of the entire online marketing mix will be explained, mechanisms of action to achieve the set marketing goals will be presented and concrete recommendations for implementation will be discussed. In addition, the legal framework of online and social media marketing will be deepened and the entire process of managing and monitoring the impact of online media will be examined. This module will conclude with a discussion and forecast of future developments in online marketing.

**Learning Outcomes****Online and Social Media Marketing**

On successful completion, students will be able to

- familiarize themselves with the general conditions of online and social media marketing.
- know the specifics of strategic online marketing and its importance for the success of online marketing campaigns.
- have a complete overview of the instruments of online and social media marketing, critically evaluate them and use them optimally in a goal-oriented manner.
- analyze user perception processes and critically assess, control and optimize the design of online marketing instruments.
- develop a strong awareness of the need to protect privacy when using new Internet technologies.
- familiarize themselves with the legal framework of online marketing and anticipate future developments.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Marketing & Sales

**Links to other Study Programs of the University**

All Master Programs in the Marketing & Communication fields

## Online and Social Media Marketing

Course Code: DLMWOM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course introduces both the conceptual foundations of strategic online and social media marketing and the structure, content and design options for the operational design of the respective online marketing instruments. In addition, the essential technical basics of the most common web technologies are deepened and approaches and instruments for managing, implementing and controlling the advertising impact of online media are presented. The legal framework for online and social media marketing will be considered, as well as an outlook and the discussion and initial assessment of future online developments and marketing trends.

### Course Outcomes

On successful completion, students will be able to

- familiarize themselves with the general conditions of online and social media marketing.
- know the specifics of strategic online marketing and its importance for the success of online marketing campaigns.
- have a complete overview of the instruments of online and social media marketing, critically evaluate them and use them optimally in a goal-oriented manner.
- analyze user perception processes and critically assess, control and optimize the design of online marketing instruments.
- develop a strong awareness of the need to protect privacy when using new Internet technologies.
- familiarize themselves with the legal framework of online marketing and anticipate future developments.

### Contents

1. Basics of Strategic Online Marketing
  - 1.1 Integrated Communication as the Basis for Success
  - 1.2 Internal and External Conditions of Online Marketing
  - 1.3 Situation and Environment Analysis
  - 1.4 Definition of Objectives of Online and Social Media Marketing in B2C and B2B Contexts
2. Introduction to Basic Web Technologies
  - 2.1 Web Basics
  - 2.2 Current Technologies and Trends

3. The Online Marketing Mix
  - 3.1 Fundamentals of Online Marketing Effects
  - 3.2 Overview of Classic Instruments of Online Marketing
  - 3.3 Mobile Marketing
  - 3.4 Social Media Marketing
  - 3.5 Assessment of Alternative Online Marketing Instruments Including Possible Applications and Limitations
  - 3.6 Integrated Online Marketing and Viral Campaigns
4. Planning, Management and Control of Online Marketing
  - 4.1 Planning of Online Marketing Instruments
  - 4.2 Essential Success Factors of Online Marketing
  - 4.3 Approaches and Instruments for Measuring the Success of Online and Social Media Activities
  - 4.4 Legal Framework for Online and Social Media Marketing
5. Outlook and Discussion: The Future of Online Marketing
  - 5.1 Current and Future Developments in Online Marketing

**Literature****Compulsory Reading****Further Reading**

- Godin, S. (2000). Unleashing the ideavirus. Hyperion.
- Kingsnorth, S. (2019). Digital marketing strategy: An integrated approach to online marketing (2nd ed.). Kogan Page.
- Scott, D. (2017). The new rules of marketing and PR (6th ed.). Wiley.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Performance Marketing: Search and Social

Module Code: DLMOMPMSS\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
1. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Anne-Kristin Langner (Performance Marketing: Search and Social)

### Contributing Courses to Module

- Performance Marketing: Search and Social (DLMOMPMSS01\_E)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Written Assessment: Written Assignment

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

- Performance marketing basics
- Conversion optimization
- Search engine optimization (SEO)
- Search engine advertising (SEA)
- Social media marketing
- Mobile marketing

**Learning Outcomes****Performance Marketing: Search and Social**

On successful completion, students will be able to

- understand and apply the basics of performance marketing.
- understand, analyze and evaluate the characteristics of each marketing discipline discussed.
- develop and apply a conversion-oriented online marketing tactic and strategy.
- understand and create performance-oriented marketing measures in the areas of search, social and mobile.
- monitor, control and track performance-oriented marketing activities in the areas of search, social and mobile.

**Links to other Modules within the Study Program**

This module is similar to other modules in the field of Marketing & Sales

**Links to other Study Programs of the University**

All Master Programmes in the Marketing & Communication fields



## Performance Marketing: Search and Social

Course Code: DLMOMPMSS01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Within the field of performance marketing, online marketing instruments are used to gain measurable reactions from the users, for instance, downloads, app installs or transactions. In this course the most common fields of online marketing are introduced – with the focus on their possible performance marketing applications. In today's online marketing landscape search engine optimization, search engine advertising, social media and/or mobile marketing can be found in almost every online marketing mix. In this course students will gain basic knowledge in the fields mentioned, on their specifications and their use as performance marketing instruments. Further students will be able to strategically integrate them in the marketing mix with a special focus on how to enhance conversion and on how to monitor, measure and control.

### Course Outcomes

On successful completion, students will be able to

- understand and apply the basics of performance marketing.
- understand, analyze and evaluate the characteristics of each marketing discipline discussed.
- develop and apply a conversion-oriented online marketing tactic and strategy.
- understand and create performance-oriented marketing measures in the areas of search, social and mobile.
- monitor, control and track performance-oriented marketing activities in the areas of search, social and mobile.

### Contents

1. Performance marketing basics
  - 1.1 Performance marketing as a part of the marketing mix
  - 1.2 Features
  - 1.3 Instruments
2. Conversion optimization
  - 2.1 Conversion optimization as a part of performance marketing
  - 2.2 Shopping cart
  - 2.3 Usability
  - 2.4 Content
  - 2.5 Layout

3. Search engine optimization (SEO)
  - 3.1 Search engine optimization as a part of performance marketing
  - 3.2 Keywords – research and analysis
  - 3.3 Onpage optimization
  - 3.4 Offpage optimization
  - 3.5 Monitoring, controlling and tracking
4. Search engine advertising (SEA)
  - 4.1 Search engine advertising as a part of performance marketing
  - 4.2 Google Adwords
  - 4.3 Campaign and conversion optimization
  - 4.4 Ad extensions
  - 4.5 Monitoring, controlling and tracking
5. Social media marketing
  - 5.1 Social media marketing as a part of performance marketing
  - 5.2 Social networks and platforms
  - 5.3 Influencer and viral marketing
  - 5.4 Social ads
  - 5.5 Monitoring, controlling and tracking
6. Mobile marketing
  - 6.1 Mobile marketing as a part of performance marketing
  - 6.2 Mobile web, apps and messenger
  - 6.3 Mobile advertising
  - 6.4 Proximity marketing
  - 6.5 Monitoring, controlling and tracking

**Literature****Compulsory Reading****Further Reading**

- Butow, E. et al. (2020): Ultimate Guide to Social Media Marketing. Entrepreneur Press, Irvine.
- Chaffey, D./Smith, P. (2017): Digital Marketing Excellence. Planning, Optimizing and Integrating Online Marketing. 5th edition, Routledge, New York.
- Grabs, A. et Al. (2018): Follow Me! Erfolgreiches Social Media Marketing mit Facebook, Instagram, Pinterest und Co. 5. Auflage, Rheinwerk, Bonn.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMOMPMSS01\_E

## Performance Marketing: Affiliate and Mail

Module Code: DLMOMPMAM\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
1. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Anne-Kristin Langner (Performance Marketing: Affiliate and Mail)

### Contributing Courses to Module

- Performance Marketing: Affiliate and Mail (DLMOMPMAM01\_E)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Oral Assignment

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

- Affiliate marketing
- E-mail marketing
- Content marketing
- Native advertising
- Display advertising
- Programmatic advertising
- Marketing cooperation

**Learning Outcomes****Performance Marketing: Affiliate and Mail**

On successful completion, students will be able to

- understand, analyze and evaluate the characteristics of each marketing discipline discussed.
- integrate the discussed marketing instruments in the marketing mix by evaluating potentials and limitations.
- understand and evaluate each marketing instrument with regard to its benefits for performance marketing.
- create marketing campaigns related to the fields discussed.
- monitor and measure marketing activities related to the corresponding discipline.

**Links to other Modules within the Study Program**

This module is similar to other modules in the field of Marketing & Sales

**Links to other Study Programs of the University**

All Master Programmes in the Marketing & Communication fields

## Performance Marketing: Affiliate and Mail

Course Code: DLMOMPMAM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Almost every online marketing instrument can be part of a performance marketing approach, depending on the way these instruments are implemented in the marketing mix. This course deals with online marketing instruments that are often said to be a more voluntary than compulsory part of today's marketing mix. The reasons are various. E-mails are more and more replaced by messengers, websites with affiliate links got punished by a Google's update and display advertising is critically discussed because of the banner blindness phenomenon. However, strategically planned and tactically implemented, these instruments can have a huge impact on performance and conversion. Display advertising, for instance, is an ideal solution when it comes to remarketing efforts. Used by influencers, affiliate links are seen as trustworthy and as an ideal shopping source. In this course students explore the potentials of marketing disciplines that are more voluntary than compulsory, including the strategic and tactic planning and implementation with the focus on performance marketing as well as monitoring and controlling.

### Course Outcomes

On successful completion, students will be able to

- understand, analyze and evaluate the characteristics of each marketing discipline discussed.
- integrate the discussed marketing instruments in the marketing mix by evaluating potentials and limitations.
- understand and evaluate each marketing instrument with regard to its benefits for performance marketing.
- create marketing campaigns related to the fields discussed.
- monitor and measure marketing activities related to the corresponding discipline.

### Contents

1. Affiliate marketing
  - 1.1 Affiliate marketing as a part of performance marketing
  - 1.2 Participants
  - 1.3 Process
  - 1.4 Commission models
  - 1.5 Monitoring, controlling and tracking

2. E-mail marketing
  - 2.1 E-mail marketing as a part of performance marketing
  - 2.2 Types of e-mail marketing
  - 2.3 Permission marketing
  - 2.4 Monitoring, controlling and tracking
3. Content marketing
  - 3.1 Content marketing as a part of performance marketing
  - 3.2 Types of content
  - 3.3 Content creation – approaches and aims
  - 3.4 Monitoring, controlling and tracking
4. Native advertising
  - 4.1 Native advertising as a part of performance marketing
  - 4.2 Forms of native advertising
  - 4.3 Platforms
  - 4.4 Monitoring, controlling and tracking
5. Display advertising
  - 5.1 Display advertising as a part of performance marketing
  - 5.2 Banner and graphic advertising media
  - 5.3 Potentials and limitations
  - 5.4 Monitoring, controlling and tracking
6. Programmatic advertising
  - 6.1 Programmatic advertising as a part of performance marketing
  - 6.2 Programmatic advertising vs. real time bidding
  - 6.3 Types of programmatic transactions
  - 6.4 Monitoring, controlling and tracking
7. Marketing cooperation
  - 7.1 Marketing cooperation as a part of performance marketing
  - 7.2 Types of cooperation
  - 7.3 Aims of cooperation
  - 7.4 Monitoring, controlling and tracking



**Literature****Compulsory Reading****Further Reading**

- Charlesworth, A. (2018): Digital Marketing. A Practical Approach. Routledge, New York.
- Kingnorth, S. (2019): Digital Marketing Strategy. An integrated approach to online marketing. 2nd edition, KoganPage, New York.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Digital Analytics and Strategies

Module Code: DLMMADAS\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
1. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Adrienne Steffen (Digital Analytics and Strategies)

### Contributing Courses to Module

- Digital Analytics and Strategies (DLMMADAS01\_E)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Written Assessment: Case Study  
Study Format: myStudies  
Written Assessment: Case Study

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

- Basics of Digital Analytics
- Metrics of Digital Analytics
- Digital key performance indicators (KPIs) and their analysis
- digital strategy development
- further developments and perspectives of Digital Analytics

**Learning Outcomes****Digital Analytics and Strategies**

On successful completion, students will be able to

- understand the scope of digital analytics and define the field of web analytics including typical goals and application areas.
- understand, select and evaluate central data sources and metrics to analyze and interpret digital marketing data.
- independently plan and conduct web analyses, interpret the results, draw conclusions and discuss these.
- define key performance indicators (KPIs) of digital analytics and derive specific KPIs to answer potential questions.
- conceptually develop, evaluate and optimize a system to measure online performance indicators.
- analyze current or newly developed online strategies by looking at the customer journey and designing targeted measures to optimize the process especially at the contact points.
- evaluate, reflect and select new digital analysis approaches.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Business Administration & Management

**Links to other Study Programs of the University**

All Master Programs in the Business & Management fields

# Digital Analytics and Strategies

Course Code: DLMMADAS01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Marketing has a wide range of online instruments and data at its disposal. However, due to the large number of information sources, it is a challenge to extract data, information and key figures based on their valuable contribution to online marketing strategies. Building on the theoretical foundations of suitable metrics to describe and analyze user behavior, key performance indicators (KPIs) are developed, discussed and reflected with regard to their relevance in online marketing. Subsequently, the acquired knowledge is transferred into online strategies, content marketing measures and online campaigns. The course concludes with the identification and discussion of further development possibilities and digital analytic trends in marketing.

## Course Outcomes

On successful completion, students will be able to

- understand the scope of digital analytics and define the field of web analytics including typical goals and application areas.
- understand, select and evaluate central data sources and metrics to analyze and interpret digital marketing data.
- independently plan and conduct web analyses, interpret the results, draw conclusions and discuss these.
- define key performance indicators (KPIs) of digital analytics and derive specific KPIs to answer potential questions.
- conceptually develop, evaluate and optimize a system to measure online performance indicators.
- analyze current or newly developed online strategies by looking at the customer journey and designing targeted measures to optimize the process especially at the contact points.
- evaluate, reflect and select new digital analysis approaches.

## Contents

1. Basics of Digital Analytics
  - 1.1 Introduction and Definition of Digital Analytics
  - 1.2 Goals of Digital Analytics
  - 1.3 Data and Information Sources
  - 1.4 Legal Framework

2. Metrics of Digital Analytics
  - 2.1 Fundamentals of Metrics
  - 2.2 Hits, Page Views, Visits and Visitors
  - 2.3 Other Metrics
  - 2.4 Limits of Metrics: Inaccuracies and Ambiguities
3. Digital Key Performance Indicators (KPIs) and Their Analysis
  - 3.1 Search Engine Marketing: Key Figures and Analytical Approaches
  - 3.2 Social Media: Monitoring and Analytical Approaches
  - 3.3 Website: Key Figures and Analytical Approaches
  - 3.4 Email: Key Figures and Analytical Approaches
4. Digital Strategy Development
  - 4.1 Fundamentals of the Customer Journey
  - 4.2 Derivation of Digital Marketing Goals Along the Customer Journey
  - 4.3 Application and Design Possibilities for Digital and Mobile Campaigns
  - 4.4 Application and Design Possibilities for Content Marketing
  - 4.5 Monitoring The Implementation of Strategies and Measures
5. Further Developments and Perspectives of Digital Analytics

#### Literature

#### Compulsory Reading

#### Further Reading

- Angel, G. (2016). Measuring the digital world: Using digital analytics to drive better experiences. Pearson.
- Phillips, J. (2016). Ecommerce analytics: Analyze and improve the impact of your digital strategy. Pearson.
- Sponder, M., & Gohar, K. (2018). Digital analytics for marketing. Routledge.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides



## Applied Research

Module Code: DLMAF\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	None	MA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
1. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Josephine Zhou-Brock (Applied Research)

### Contributing Courses to Module

- Applied Research (DLMAF01\_E)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Written Assessment: Written Assignment

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

- Fundamentals of Empirical Research
- The Empirical Research Process
- Qualitative Survey Research
- Standardized Survey Research
- Experimental Research
- Specifics of Research with Secondary and Observational Data

**Learning Outcomes****Applied Research**

On successful completion, students will be able to

- evaluate the type and quality of empirical research and of concrete empirical research results based on relevant criteria.
- identify appropriate data and research methods to empirically address a specific problem or research question.
- name and critically compare the process steps as well as the potentials, aims and limitations of different quantitative and qualitative research methods.
- recognize and consider basic ethical and legal aspects while conducting empirical research.
- design an empirical and theory-based study on their own to adequately address a specific applied research problem.

**Links to other Modules within the Study Program**

This module is similar to other modules in the field of Methods

**Links to other Study Programs of the University**

All Master Programs in the field of Business & Management

## Applied Research

Course Code: DLMAF01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	None

### Course Description

The course teaches central concepts and methods of applied empirical research. The students acquire profound knowledge to evaluate the quality as well as the limitations of different empirical research approaches. First, students learn the central theoretical foundations of empirical research and the central process steps of empirical research projects. In doing so, students are also sensitised to the ethical and legal challenges. The course deals in depth with the application of central qualitative and quantitative research methods, for each of which the central goals and decision areas, their strengths, and weaknesses, as well as practical recommendations for application are discussed. The course enables students to develop an empirical study for an applied problem in their field or professional environment and to critically evaluate the quality of empirical findings as well as their validity.

### Course Outcomes

On successful completion, students will be able to

- evaluate the type and quality of empirical research and of concrete empirical research results based on relevant criteria.
- identify appropriate data and research methods to empirically address a specific problem or research question.
- name and critically compare the process steps as well as the potentials, aims and limitations of different quantitative and qualitative research methods.
- recognize and consider basic ethical and legal aspects while conducting empirical research.
- design an empirical and theory-based study on their own to adequately address a specific applied research problem.

### Contents

1. Fundamentals of Empirical Research
  - 1.1 Aims and Basic Approaches of Empirical Research
  - 1.2 Objectivity, Reliability, and Validity of Empirical Research
  - 1.3 Causality

2. The Empirical Research Process
  - 2.1 Determination of the Research Objective
  - 2.2 Choice of Research Design
  - 2.3 Data Collection and Data Analysis
  - 2.4 Interpretation and Presentation of Results
  - 2.5 Ethical and Legal Aspects of Empirical Research
3. Qualitative Survey Research
  - 3.1 Fundamentals, Goals and Process Steps
  - 3.2 Central Forms of Data Collection
  - 3.3 Methods to Analyse Qualitative Data
  - 3.4 Quality Assessment
4. Standardized Survey Research
  - 4.1 Fundamentals, Goals and Process Steps
  - 4.2 Central Forms of Data Collection
  - 4.3 Questionnaire Design, Measurement and Operationalization
  - 4.4 Sampling and Sample Evaluation
  - 4.5 Quality Assessment
5. Experimental Research
  - 5.1 Fundamentals, Goals and Process Steps
  - 5.2 Types of Experiments and Experimental Designs
  - 5.3 Measurement and Manipulation of Variables
  - 5.4 Key Implementation Challenges
  - 5.5 Quality Assessment
6. Specifics of Research with Secondary and Observational Data
  - 6.1 Fundamentals, Goals and Specifics
  - 6.2 Selected Approaches to Analyse Secondary Data
  - 6.3 Selected Approaches to Analyse Observational Data

**Literature****Compulsory Reading****Further Reading**

- Flick, U. (2018). *An Introduction to Qualitative Research* (6th edition). Sage.
- Gravetter, F. J., & Forzano, L. A. B. (2018). *Research Methods for the Behavioral Sciences* (6th edition). Cengage Learning.
- Quinlan, C., Babin, B., Carr, J. Griffin, M., & Zikmund, W. G. (2019). *Business Research Methods* (2nd edition). Cengage Learning.
- Vomberg, A., & Klarmann, M. (2021). *Crafting Survey Research: A Systematic Process for Conducting Survey Research*. In C. Homburg, M. Klarmann, & A. E. (Eds.), *Handbook of market research* (pp. 1-53). Springer.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Agile Online Marketing

Module Code: DLMOMPAOM\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
1. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Lisa-Charlotte Wolter (Project: Agile Online Marketing)

### Contributing Courses to Module

- Project: Agile Online Marketing (DLMOMPAOM01\_E )

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Written Assessment: Project Report

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

This module outlines theoretical and practical basics of agility and agile working environments. Beginning with the concepts of agile project management and agile management students will take an in-depth look at agile (online) marketing environments and surroundings. Agility is a certain way of thinking and acting in working environments and it is gaining more and more interdisciplinary relevance. In the field of online marketing agility implies – among other things – a strong customer and market orientation.

**Learning Outcomes****Project: Agile Online Marketing**

On successful completion, students will be able to

- think and act agile and critically evaluate and analyze agile environments.
- apply and evaluate agile methods and tools.
- understand and implement agile online marketing environments.
- develop a strategic and tactic view on agile online marketing, including a consistent orientation on customers and markets.
- create an agile online marketing project and measure the success of it.

**Links to other Modules within the Study Program**

This module is similar to other modules in the field of Marketing & Sales

**Links to other Study Programs of the University**

All Master Programmes in the Marketing & Communication fields



## Project: Agile Online Marketing

Course Code: DLMOMPAOM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Agile structures changed and change the way we act in working environments – be it project management, management in general or marketing. Agility in the field of marketing implies a different perception and handling of customers and markets. That means, for instance, a customer-oriented collaboration instead of silo mentality and hierarchies or a consistent orientation on customers' needs instead of sticking to statistical forecasts. In this course students develop a basic knowledge in the field of agility and learn how to implement it in an online marketing environment. The insights are theoretical as well as practical. Further this course has an interdisciplinary approach as it includes agile project management and agile management basics, which are the basis for agile online marketing.

### Course Outcomes

On successful completion, students will be able to

- think and act agile and critically evaluate and analyze agile environments.
- apply and evaluate agile methods and tools.
- understand and implement agile online marketing environments.
- develop a strategic and tactic view on agile online marketing, including a consistent orientation on customers and markets.
- create an agile online marketing project and measure the success of it.

### Contents

- Agile does not only mean that people in a working environment react quickly on internal requirements. Agility is a philosophy and an own way of thinking and approaching projects. Therefore the course introduces the idea of agility itself and related structures, like a customer-oriented organizational structure or an employee-centered leadership. This is followed by an introduction to agile marketing structures and environments, including, for example, an in-depth look on how to implement adaptive and iterative marketing campaigns or on how to learn quickly from the target group's feedback. Part of the project report is the practical realization of an online marketing project, implementing agile structures first. The project itself can be, for example, a social media campaign, a content marketing strategy or an influencer marketing project. However, independent from the content itself the project must be aligned on agile structures, like validated learning or customer focused collaboration. Besides the practical implementation of an agile online marketing project the

students are supposed to reflect on the project itself, taking a critical look on the potentials and limitations of agile online marketing environments and measuring the success of the campaign by defining corresponding key performance indicators.

### Literature

#### Compulsory Reading

#### Further Reading

- Anon. (2012): The Agile Marketing Manifesto. (URL: <https://agilemarketingmanifesto.org/> [letzter Zugriff: 18.08.2020]).
- Olajiga, F. (2017): Lean Agile Marketing. How to Become Agile and Deliver Marketing Success. CX Conversion Ltd., Northampton.
- Salzmann, M. (2017): Agile PR. Expert Messaging in a Hyper-Connected, Always-On World. AMACOM Books, New York.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMOMPAOM01\_E





## 2. Semester

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## Seminar: Marketing Responsibility

Module Code: DLMMASMR\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	5	150 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Caterina Fox (Seminar: Marketing Responsibility)

### Contributing Courses to Module

- Seminar: Marketing Responsibility (DLMMASMR01\_E)

### Module Exam Type

#### Module Exam

Study Format: Distance Learning  
Written Assessment: Research Essay  
Study Format: myStudies  
Written Assessment: Research Essay

#### Split Exam

### Weight of Module

see curriculum

### Module Contents

Through progress in consumer behavior research, big data analysis and the use of artificial intelligence, forecasting social and individual consumer behavior and purchasing decisions becomes more accurate. The challenges concerning the limitations of marketing and the responsibility of marketing decision-makers will be explored in the seminar "Marketing Responsibility".

**Learning Outcomes****Seminar: Marketing Responsibility**

On successful completion, students will be able to

- understand the development and effectiveness of marketing measures and analyses in a historical context.
- identify, evaluate and reflect on alternative approaches to business and business ethics.
- analyze and evaluate current possibilities and their limits with regard to the prognosis of individual or collective consumer behavior and purchase decisions.
- recognize and reflect ethical and moral obligations in marketing.
- identify possibilities of new data analysis methods and recognize legal and ethical limits to the use of data in marketing.
- recognize individual and social benefits in purchasing decisions and the effect of corporate social responsibility and ethical positioning on customer behavior.
- identify and shape the contribution of marketing to the sustainable development of companies and societies.
- analyze, evaluate and reflect on studies and empirical results on marketing and corporate responsibility.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Marketing & Sales

**Links to other Study Programs of the University**

All Master Programs in the Marketing & Communication fields

## Seminar: Marketing Responsibility

Course Code: DLMMASMR01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

The discoveries of consumer behavior research, coupled with advances in the fields of big data and artificial intelligence in particular, increase the effectiveness and efficiency of marketing activities. The transparent customer seems to be becoming more and more a reality and raises the question of legal, social and ethical limits in marketing. The seminar "Marketing Responsibility" deals with this topic: What is the current status regarding the application of artificial intelligence and analysis in the context of Big Data? How good are the prognosis validities of existing methods? Where do the boundaries lie between what marketing can or cannot do in the future and what should be allowed? Which standards and criteria should be used for evaluation? How do companies have to position themselves against this background? Students learn to analyze selected topics and case studies independently and to link them to already known concepts, as well as to question and discuss them critically. They will be able to use appropriate concepts, methods and instruments to successfully deal with new types of questions relating to corporate and marketing responsibility. This enables them to define their own role in marketing and to act proactively in these areas.

### Course Outcomes

On successful completion, students will be able to

- understand the development and effectiveness of marketing measures and analyses in a historical context.
- identify, evaluate and reflect on alternative approaches to business and business ethics.
- analyze and evaluate current possibilities and their limits with regard to the prognosis of individual or collective consumer behavior and purchase decisions.
- recognize and reflect ethical and moral obligations in marketing.
- identify possibilities of new data analysis methods and recognize legal and ethical limits to the use of data in marketing.
- recognize individual and social benefits in purchasing decisions and the effect of corporate social responsibility and ethical positioning on customer behavior.
- identify and shape the contribution of marketing to the sustainable development of companies and societies.
- analyze, evaluate and reflect on studies and empirical results on marketing and corporate responsibility.

**Contents**

- Through progress in consumer behavior research, big data analysis and the use of artificial intelligence, forecasting social and individual consumer behavior and purchasing decisions becomes more accurate. The challenges concerning the limitations of marketing and the responsibility of marketing decision-makers. In the seminar "Marketing Responsibility", students will be able to analyze the latest findings on the effectiveness of marketing measures and evaluate the legal, social and ethical limits of forthcoming opportunities.

**Literature****Compulsory Reading****Further Reading**

- Armstrong, G./Kotler, Ph. (2020): Principles of Marketing, Global Edition. 18th Edition, Pearson Education, London.
- Crane, A./Matten, D. (2010): Business Ethics. 3rd Edition, Oxford University Press, Oxford.
- Grigsby, M.(2018): Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques. 2nd Edition, London.
- Kotler, Ph./Lee, N. (2005): Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause. 1st Edition, Wiley & Sons, Hoboken, NJ.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Seminar
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Research Essay

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Seminar
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Research Essay

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## SEA and Social Media Marketing

Module Code: DLMOMSSMM\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Susanne O'Gorman (SEA and Social Media Marketing) / Prof. Dr. Susanne O'Gorman (Project: Paid Media)

### Contributing Courses to Module

- SEA and Social Media Marketing (DLMOMSSMM01\_E)
- Project: Paid Media (DLMOMSSMM02\_E)

### Module Exam Type

Module Exam	Split Exam
	<p><u>SEA and Social Media Marketing</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Exam, 90 Minutes</li> </ul> <p><u>Project: Paid Media</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Portfolio</li> </ul>

### Weight of Module

see curriculum

### Module Contents

#### SEA and Social Media Marketing

- Introduction to paid media
- The digital marketing plan
- Search Engine Advertising (SEA)
- Social Media Marketing
- Video Marketing as a part of Google and Social Media

#### Project: Paid Media

This module deals with Search Engine Advertising, Social Media Marketing with its paid advertising formats and other types of paid media.

### Learning Outcomes

#### SEA and Social Media Marketing

On successful completion, students will be able to

- understand and apply the basics of paid media
- analyze and evaluate the role of SEA and Social Media Marketing in the digital marketing planning
- understand and evaluate the potential of video ads and Influencer Marketing
- develop and apply a SEA- and/or social-media-oriented Online Marketing tactic and strategy
- create SEA and Social Media Marketing Campaigns
- monitor, control and track the performance and the success of SEA and Social Media Marketing.

#### Project: Paid Media

On successful completion, students will be able to

- understand and apply the different types of paid media
- understand the role of paid media in the Marketing Mix and outline the differences to organic traffic
- evaluate the potential and limitations of paid advertising
- relate paid advertising instruments to marketing goals
- specifically address target groups with paid media measures
- create, set up and evaluate paid advertising campaigns.

#### Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

#### Links to other Study Programs of the University

All Master Programmes in the Marketing & Communication field



## SEA and Social Media Marketing

Course Code: DLMOMSSMM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Paid media is the collective term for all paid communication methods, be it Google ads, Facebook ads or an Influencer Marketing Campaign the influencer is paid for. Companies use paid media to boost their own reach through using the reach of other platforms, media or third parties. In this course the focus is on Search Engine Advertising and Social Media Marketing as two platforms for paid media campaigns. Further, Video Marketing as well as Influencer Marketing and their advertising possibilities will be discussed as they can be part of a Social Media Marketing Campaign. Since YouTube is a part of Google and the Google display network, the potential of YouTube ads will be discussed as well. In this course students will gain basic knowledge in the mentioned fields. They will be able to evaluate the potential of SEA and Social Media Marketing and to strategically and tactically integrate such campaigns in the Online Marketing Mix.

### Course Outcomes

On successful completion, students will be able to

- understand and apply the basics of paid media
- analyze and evaluate the role of SEA and Social Media Marketing in the digital marketing planning
- understand and evaluate the potential of video ads and Influencer Marketing
- develop and apply a SEA- and/or social-media-oriented Online Marketing tactic and strategy
- create SEA and Social Media Marketing Campaigns
- monitor, control and track the performance and the success of SEA and Social Media Marketing.

### Contents

1. Introduction to paid media
  - 1.1 Push vs. pull communication
  - 1.2 Owned, earned and paid media
  - 1.3 Paid media types
  - 1.4 Paid media: chances and limitations

2. The digital marketing plan
  - 2.1 Introduction to digital marketing planning
  - 2.2 The SOSTAC-Model
  - 2.3 The role of SEA in the digital marketing planning
  - 2.4 The role of Social Media Marketing in the digital marketing planning
  - 2.5 The role of Video Marketing in the digital marketing planning
3. Search Engine Advertising (SEA)
  - 3.1 Keyword Advertising
  - 3.2 Display Advertising and ad extensions
  - 3.3 Market development and provider structure in Germany
  - 3.4 Google Ads
  - 3.5 Campaign evaluation and optimization
4. Social Media Marketing
  - 4.1 Facebook and Instagram ads: Facebook business manager, set-up, campaign types, targeting, formats
  - 4.2 Pinterest: set-up, campaign types, targeting, formats
  - 4.3 Twitter: set-up, campaign types, targeting, formats
  - 4.4 XING: set-up, campaign types, targeting, formats
  - 4.5 LinkedIn: set-up, campaign types, targeting, formats
5. Video Marketing and Influencer Marketing
  - 5.1 Video Marketing – definition and development
  - 5.2 Video ads in Social Media Marketing
  - 5.3 YouTube video ads as a part of the Google network
  - 5.4 Influencer Marketing – definition and development
  - 5.5 Influencer Marketing as a part of Social Media Marketing

**Literature****Compulsory Reading****Further Reading**

- Butow, E. et al. (2020): Ultimate Guide to Social Media Marketing. Entrepreneur Press, Irvine.
- Chaffey, D./Smith, P. (2017): Digital Marketing Excellence. Planning, Optimizing and Integrating Online Marketing. 5th edition, Routledge, New York.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Paid Media

Course Code: DLMOMSSMM02\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Direct search ads, native ads, social ads or display ads – there are several forms of paid media that can be used within the Online Marketing Mix. In contrary to organic traffic - this refers to the results of unpaid measures, like Search Engine Optimization - paid advertising includes all measures of paid communication. Companies participate in Google Ads Auctions to “buy” new customers, they roll out social ads to gain attention or they pay influencers to strengthen the trust in their products or services. In this course students will learn about chances and limitations of the most common paid media forms: Which paid media types fit to which marketing goals? How to address target groups through paid advertising and which paid media type fits to which target group? How can the success of a paid advertising campaign be measured?

### Course Outcomes

On successful completion, students will be able to

- understand and apply the different types of paid media
- understand the role of paid media in the Marketing Mix and outline the differences to organic traffic
- evaluate the potential and limitations of paid advertising
- relate paid advertising instruments to marketing goals
- specifically address target groups with paid media measures
- create, set up and evaluate paid advertising campaigns.

### Contents

- Paid media has the advantages that you have control about the content that should be published, where it is published, at which time and in which format. However, as advertising needs to be marked as such, there is often a lack of trust in the content that is communicated. This course deals with both advantages and disadvantages. To begin with, the students learn about common paid media forms, like direct search ads, display ads, native ads or social ads and about how to integrate them in an Online Marketing Campaign. To give an example: Whereas native ads need an extensive set up, but help to gain the user’s attention and trust, display ads are often used as remarketing tools. The students learn which paid media form addresses the desired target group best so that they will be able to set up their own paid media campaign. Part of the portfolio is the development of an own product, which could be the set-up of a Social Media Campaign consisting of paid advertising forms, a Google ads campaign to gain new customers, or a mixture of paid media formats, for

instance a Google ads campaign combined with paid media on mobile platforms. Further, the students are supposed to illustrate their procedure and development steps. Besides the conception and the work-in-progress documentation, the students should reflect on and finalize the product. The result should be a paid media campaign that is specific, measurable, achievable, reasonable and time-bounded.

### **Literature**

#### **Compulsory Reading**

#### **Further Reading**

- Burlin, J. (2020): Win Paid Advertising. The Unconventional Marketer. N. p.
- The Art of Service (2020): Paid Social Media Strategies. A Complete Guide – 2021 Edition. N. p.
- Yakob, F. (2015): Paid Attention: Innovative Advertising for a Digital World. Kogan Page, London.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Portfolio

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Data Driven Marketing and Controlling

Module Code: DLMOMDDMC\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Georg Bouché (Data Driven Marketing) / Prof. Dr. Adrienne Steffen (Advanced Marketing Controlling)

### Contributing Courses to Module

- Data Driven Marketing (DLMOMDDMC01\_E)
- Advanced Marketing Controlling (DLMMAAMC01\_E)

### Module Exam Type

Module Exam	Split Exam
	<p><u>Data Driven Marketing</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Exam, 90 Minutes</li> </ul> <p><u>Advanced Marketing Controlling</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Exam, 90 Minutes</li> <li>• Study Format "myStudies": Exam, 90 Minutes</li> </ul>

### Weight of Module

see curriculum

**Module Contents****Data Driven Marketing**

- Introduction: Data Driven Marketing
- Big data
- Conversion optimizing with automation and personalization
- Customer experience
- Attribution

**Advanced Marketing Controlling**

- Classification and tasks of marketing controlling
- The target system of marketing
- Strategic marketing controlling
- Balanced scorecard as a framework for strategic marketing controlling
- Operational marketing controlling
- New approaches and possibilities of market intelligence approaches for marketing controlling



### Learning Outcomes

#### Data Driven Marketing

On successful completion, students will be able to

- use methods and concepts for decision making in marketing
- managing big data in marketing based on tools and methods
- optimize conversion with automation and personalization
- analyze customer experience based on various methods
- apply static and dynamic attribution models.

#### Advanced Marketing Controlling

On successful completion, students will be able to

- understand and design the goals, tasks and functions of marketing controlling in the company.
- describe the complex interplay of behavioral and economic success factors and to derive consequences for the design of marketing controlling.
- understand and design strategic marketing controlling as well as available concepts and instruments.
- understand the concept of the marketing related Balanced Score Card, identify and relate key drivers and metrics of marketing performance.
- evaluate the instruments of strategic marketing controlling in terms of content and apply them independently, even in complex conditions.
- reflect on the tasks and contents of operative marketing controlling and creatively design and apply instruments and approaches.
- calculate performance indicators for customer satisfaction and sales planning and link them to the overall performance goals of the performance measurement system.
- evaluate strengths and weaknesses of various marketing control indicators and models.
- discuss marketing decisions with regard to their effectiveness and efficiency and to apply and assess different concepts and methods of measuring effectiveness and efficiency in marketing.
- evaluate new developments and approaches from marketing intelligence in marketing controlling and apply them independently.

#### Links to other Modules within the Study Program

This module is similar to other modules in the fields of Marketing & Sales and Planning & Controlling

#### Links to other Study Programs of the University

All Master Programmes in the Marketing & Communication and Business & Management fields

## Data Driven Marketing

Course Code: DLMOMDDMC01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course facilitates key aspects of Data Driven Marketing and provides students with the skills of operating marketing efficiently and successfully. Therefore, this course is contributing to students' capacity to use methods and concepts for decision making. Students will learn to handle data. The issue of automation and personalization will be prominently addressed. In addition, this course provides students with the skills to analyse and optimize customer experience. Students will learn how to use attribution to be more efficient in marketing.

### Course Outcomes

On successful completion, students will be able to

- use methods and concepts for decision making in marketing
- managing big data in marketing based on tools and methods
- optimize conversion with automation and personalization
- analyze customer experience based on various methods
- apply static and dynamic attribution models.

### Contents

1. Introduction: Data Driven Marketing
  - 1.1 Transformation in marketing
  - 1.2 Added value through customer intelligence
  - 1.3 Automation and personalization
  - 1.4 VUCA
2. Big data
  - 2.1 Data management
  - 2.2 Relevance and features of big data
  - 2.3 Analysis tools
  - 2.4 Smart data science methods (AI, deep learning, machine learning)

3. Conversion optimizing with automation and personalization
  - 3.1 Data driven e-mail and messenger marketing
  - 3.2 Targeting for data driven online campaigns
  - 3.3 Programmatic advertising
  - 3.4 On-site personalization: website, online shop, landing page
4. Customer Experience
  - 4.1 Sales funnel
  - 4.2 Customer journey
  - 4.3 A/B-testing
  - 4.4 Multivariate testing
  - 4.5 Pattern recognition
5. Attribution
  - 5.1 Static attribution models
  - 5.2 Dynamic attribution models
  - 5.3 Data-based budget allocation

**Literature****Compulsory Reading****Further Reading**

- Grigsby, M. (2018): Marketing Analytics. A Practical Guide to Improving Consumer Insights Using Data Techniques. 2nd edition, Kogan Page, London.
- Luengo, J./García-Gil, D./Ramírez-Gallego, S./García López, S./Herrera, F. (2020): Big Data Preprocessing. Enabling Smart Data. Springer, Cham.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Advanced Marketing Controlling

Course Code: DLMMAAMC01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Based on the strategic corporate goals, marketing is faced with the challenge of implementing its own measures and ensuring their efficiency and effectiveness. This is the purpose of marketing controlling. Against this background, students learn about the functions and tasks of strategic and operative marketing controlling and understand the interaction of the various target and success factors in marketing. Alternative instruments and methods are reflected upon, analyzed with regard to their respective strengths and weaknesses, and evaluated with regard to their suitability for the various objectives of marketing controlling. In this way, a comprehensive understanding of concepts for measuring and increasing marketing performance on a strategic and operational level can be created. Finally, the possibilities and limitations of the use of market intelligence are highlighted and discussed.

### Course Outcomes

On successful completion, students will be able to

- understand and design the goals, tasks and functions of marketing controlling in the company.
- describe the complex interplay of behavioral and economic success factors and to derive consequences for the design of marketing controlling.
- understand and design strategic marketing controlling as well as available concepts and instruments.
- understand the concept of the marketing related Balanced Score Card, identify and relate key drivers and metrics of marketing performance.
- evaluate the instruments of strategic marketing controlling in terms of content and apply them independently, even in complex conditions.
- reflect on the tasks and contents of operative marketing controlling and creatively design and apply instruments and approaches.
- calculate performance indicators for customer satisfaction and sales planning and link them to the overall performance goals of the performance measurement system.
- evaluate strengths and weaknesses of various marketing control indicators and models.
- discuss marketing decisions with regard to their effectiveness and efficiency and to apply and assess different concepts and methods of measuring effectiveness and efficiency in marketing.
- evaluate new developments and approaches from marketing intelligence in marketing controlling and apply them independently.

**Contents**

1. Classification and Tasks of Marketing Controlling
  - 1.1 Functions and Tasks of Marketing Controlling
  - 1.2 Organizational Integration of Marketing Controlling
2. The Target System of Marketing
  - 2.1 Interplay of Behavioral Science and Economic Success Factors
  - 2.2 Strategic and Operational Goals In Marketing
  - 2.3 Factors Influencing Marketing Performance
3. Strategic Marketing Controlling
  - 3.1 Goals and Tasks of Strategic Marketing Controlling
  - 3.2 Brand Value and Brand Success Controlling
  - 3.3 Instruments of Strategic Marketing Controlling
4. Balanced Scorecard as a Framework for Strategic Marketing Controlling
  - 4.1 Operationalization of the Balanced Scorecard in Marketing
  - 4.2 Presentation of Cause-Effect Relationships in the Strategy Map
5. Operational Marketing Controlling
  - 5.1 Communication Controlling
  - 5.2 Controlling the Product Performance
  - 5.3 Price Controlling
  - 5.4 Sales Controlling
6. New Approaches and Possibilities of Market Intelligence for Marketing Controlling
  - 6.1 New Approaches of Market Intelligence for Marketing Controlling
  - 6.2 Possibilities and Limitations of using Market Intelligence for Marketing Controlling

**Literature****Compulsory Reading****Further Reading**

- Drummond, G. / Ensor, J. / Ashford, R. (2008): Strategic Marketing: Planning and Control. 3rd edition, Taylor & Francis, New York, NY.
- Farris, P.W./Bendle, N./Pfeifer, Ph./ Reibstein, D. (2016). Marketing Metrics: The Manager's Guide to Measuring Marketing Performance. 3rd Edition, Pearson FT Press.
- Kaplan, R. S./Norton, D. P. (2008): Mastering the management system. In: Harvard Business Review, 89 Jg., Heft 1, pp. 63–77.
- Kotler, P./Keller, K./Brady, M. (2016): Marketing Management. Pearson, Harlow.
- Reichmann T. (1997): Strategic Marketing-Controlling. In: Controlling. Springer, Berlin, Heidelberg.
- Tomczak, T. / Reinecke, S. / Kuss, A. (2017): Strategic Marketing: Market-Oriented Corporate and Business Unit Planning. Springer Gabler, Wiesbaden.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides



**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMMAAMC01\_E

## Mobile Marketing

Module Code: DLMOMMM\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Anne-Kristin Langner (Web and Mobile Development) / Prof. Dr. Susanne O'Gorman (Project: Digital Campaigns)

### Contributing Courses to Module

- Web and Mobile Development (DLMOMMM01\_E)
- Project: Digital Campaigns (DLMOMMM02\_E)

### Module Exam Type

#### Module Exam

#### Split Exam

Web and Mobile Development

- Study Format "Distance Learning": Oral Assignment

Project: Digital Campaigns

- Study Format "Distance Learning": Portfolio

### Weight of Module

see curriculum

### Module Contents

#### Web and Mobile Development

- Introduction to web and mobile development
- Prototyping
- Web development
- Mobile development
- Web design
- Mobile design
- The web user
- The app user

#### Project: Digital Campaigns

This course deals with the development of advertising campaigns. Students make decisions regarding relevant criteria of a campaign and give reasons for their decisions. They also formulate the goals of the campaign.

### Learning Outcomes

#### Web and Mobile Development

On successful completion, students will be able to

- understand and apply the basics of web and mobile development
- analyze and evaluate the potentials and limitations of web and mobile development
- apply web and app design basics
- understand the web and the app users and create corresponding web and mobile development strategies
- develop and create prototypes for web and app applications.

#### Project: Digital Campaigns

On successful completion, students will be able to

- create digital campaigns for web and mobile.
- formulate target groups and customer segments for digital campaigns.
- choose suitable advertising formats and mediums according to a campaign.
- develop goals using the SMART formula.

#### Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales

#### Links to other Study Programs of the University

All Master Programmes in the Marketing & Communication field

# Web and Mobile Development

Course Code: DLMOMMM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Websites, mobile websites, apps – today internet users are always online. Correspondingly, web and mobile development is user-centered, so a good user experience needs to be guaranteed – on every platform and platform-independent at the same time. In this course students will gain basic knowledge on web and app development taking, for example, technical basics, design choices and user-centered development into consideration. The students will get a theoretical introduction to web and app programming. However, the practical focus will be on prototyping so that students will be able to design and build a framework for a web and app application.

## Course Outcomes

On successful completion, students will be able to

- understand and apply the basics of web and mobile development
- analyze and evaluate the potentials and limitations of web and mobile development
- apply web and app design basics
- understand the web and the app users and create corresponding web and mobile development strategies
- develop and create prototypes for web and app applications.

## Contents

1. Introduction
  - 1.1 Web Development: Definition, History and Technical Development
  - 1.2 Mobile Development: Definition, History and Technical Development
  - 1.3 The Idea of Prototyping
2. The Web User
  - 2.1 Usability
  - 2.2 User Experience
  - 2.3 Accessibility

3. The App User
  - 3.1 Usability
  - 3.2 User Experience
  - 3.3 User Research
  - 3.4 Interaction Design and User-Centered Design
4. Web Design
  - 4.1 Moodboards
  - 4.2 Fonts
  - 4.3 Layouts
  - 4.4 Colours
  - 4.5 Tendencies and Trends
5. App Design
  - 5.1 Moodboards
  - 5.2 Fonts
  - 5.3 Layouts
  - 5.4 Colours
  - 5.5 Tendencies and Trends
6. Prototyping
  - 6.1 Wireframes
  - 6.2 Mock-Ups
  - 6.3 Interactive Prototypes
  - 6.4 Web Prototyping: Programs and Tools
  - 6.5 App Prototyping: Programs and Tools
7. Web Development
  - 7.1 Technical Basics for a Website
  - 7.2 Basics of Web Programming: HTML, CSS, JavaScript; PHP, Testing
  - 7.3 Responsive, Adaptive and Liquid Websites
  - 7.4 Content Management Systems: Definition and Examples

8. Mobile Development
  - 8.1 Mobile Websites
  - 8.2 Native Apps, Web Apps, Hybrid Apps, Progressive Apps
  - 8.3 Android vs. iOS: Standard Controls, Custom Controls, Custom Components
  - 8.4 Cross-Platform Development
  - 8.5 App Presentation in App Stores: Apple App Store and Google Play

### Literature

#### Compulsory Reading

#### Further Reading

- Bähr, B. (2018): Prototyping of User Interfaces for Mobile Applications. Springer, Berlin (T-Labs Series in Telecommunication Services).
- Gasston, P. (2013): The Modern Web. Multi-Device Web Development with HTML5, CSS3, and JavaScript. No Starch Press, San Francisco.
- Lewis, S./Dunn, M. (2019): Native Mobile Development. A Cross-Reference for iOS and Android. O'Reilly, Sebastopol.
- Yablonski, J. (2020): Laws of UX. (URL: <https://lawsofux.com/> [Retrieved: 23.11.2020]).

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides



## Project: Digital Campaigns

Course Code: DLMOMMM02\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

In this portfolio course the students develop a Digital Marketing Campaign for web, mobile or both. Besides choosing the medium, they make decisions about the target group, advertising formats, customer segments and timing. Furthermore, they develop goals for the campaign based on the SMART formula.

### Course Outcomes

On successful completion, students will be able to

- create digital campaigns for web and mobile.
- formulate target groups and customer segments for digital campaigns.
- choose suitable advertising formats and mediums according to a campaign.
- develop goals using the SMART formula.

### Contents

- This course focuses on the planning and development of digital campaigns. The students go through all project phases and document their results in their portfolio.

### Literature

#### Compulsory Reading

#### Further Reading

- Chaffey, D./Smith, P. (2017): Digital Marketing Excellence. Planning, Optimizing and Integrating Online Marketing. 5th edition, Routledge, New York.
- Grigsby, M. (2018): Marketing Analytics. A Practical Guide to Improving Consumer Insights Using Data Techniques. 2nd edition, Kogan Page, London.
- Kingnorth, S. (2019): Digital Marketing Strategy. An integrated approach to online marketing. 2nd edition, KoganPage, New York.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Portfolio

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## E-Commerce

Module Code: MWEC-01\_E

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Thomas Bolz (E-Commerce I) / Prof. Dr. Thomas Bolz (E-Commerce II)

### Contributing Courses to Module

- E-Commerce I (MWEC01-01\_E)
- E-Commerce II (MWEC02-01\_E)

### Module Exam Type

#### Module Exam

#### Split Exam

##### E-Commerce I

- Study Format "Distance Learning": Exam, 90 Minutes

##### E-Commerce II

- Study Format "Distance Learning": Written Assessment: Case Study

### Weight of Module

see curriculum

**Module Contents****E-Commerce I**

- Basics of e-business and e-commerce
- Forms of e-commerce
- Strategic options in e-commerce
- Development of e-commerce strategies
- Measurement of success and success factors in e-commerce
- Risk benefit in e-commerce
- E-commerce in selected sectors

**E-Commerce II**

- Basics of online marketing and e-commerce
- web usability
- Network-based payment systems
- Legal basis
- Shop systems - tools - logistics
- Social media marketing in e-commerce
- Monitoring and analysis

## Learning Outcomes

### E-Commerce I

On successful completion, students will be able to

- explain the basics and theory of e-commerce.
- know analysis methods for the economic management of e-commerce.
- classify the terms e-commerce and e-business.
- explain alternative strategies and instruments of e-commerce, implement them and check their influence on success.
- work with chances and possibilities of the internet in connection with e-commerce.
- know current business models and use this knowledge to find additional distribution channels.
- analyze e-commerce from a management perspective and prepare well-founded decision documents.
- know the sectoral characteristics of e-commerce, especially how e-commerce is structured in the B2B and capital goods sector and what has to be considered in the consumer goods industry (B2C).

### E-Commerce II

On successful completion, students will be able to

- assess the potential of an online shop to successfully sell products and services over the Internet.
- know the conceptual, technical and legal aspects of e-commerce
- describe important prerequisites for success in e-commerce such as product range presentation, checkout and payment processes, conversion rate, etc.
- know selection criteria for shop systems and know the most important ones (Hybris, Magento etc.)
- explain current and future challenges, so that they can implement e-shop and e-commerce projects themselves.

#### Links to other Modules within the Study Program

This module is similar to other modules in the field of E-Commerce

#### Links to other Study Programs of the University

All Master Programs in the Marketing & Communication fields

## E-Commerce I

Course Code: MWEC01-01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course addresses the topic of e-commerce. In addition to basic technical terms, concepts, business models and players, the opportunities and risks of electronic commerce within market-related and legal frameworks are also introduced. Based on this, the possible strategic options in e-commerce are presented in detail, on the basis of which students can derive their own e-commerce strategy.

### Course Outcomes

On successful completion, students will be able to

- explain the basics and theory of e-commerce.
- know analysis methods for the economic management of e-commerce.
- classify the terms e-commerce and e-business.
- explain alternative strategies and instruments of e-commerce, implement them and check their influence on success.
- work with chances and possibilities of the internet in connection with e-commerce.
- know current business models and use this knowledge to find additional distribution channels.
- analyze e-commerce from a management perspective and prepare well-founded decision documents.
- know the sectoral characteristics of e-commerce, especially how e-commerce is structured in the B2B and capital goods sector and what has to be considered in the consumer goods industry (B2C).

### Contents

1. Basics of E-Business and E-Commerce
  - 1.1 Definition of Terms, Limitations and Links to Other Units
  - 1.2 Mobile Commerce
    - 1.1 Trends and Opportunities
    - 1.2 Economic Framework Conditions in E-Commerce
    - 1.3 Value Creation and Business Models
    - 1.4 Actors/Market Participants and Business Relations

2. Forms of E-Commerce
  - 2.1 Types of E-Commerce Operations
  - 2.2 Innovative Forms of Interactive E-Commerce
3. Strategic Options in E-Commerce
  - 3.1 Product Range Policy
  - 3.2 Pricing Policy
  - 3.3 Distribution Policy
  - 3.4 Communication Policy
  - 3.5 IT System Landscape and Internal Organization of E-Commerce
  - 3.6 Customer Loyalty, Trust and Reputation
4. Development of an E-Commerce Strategy
  - 4.1 Conceptual Framework
  - 4.2 Target Planning
  - 4.3 E-Business Analysis
  - 4.4 E-Business Strategy Formulation
  - 4.5 E-Business Strategy Implementation and Strategy Audit
5. Success Measurement and Success Factors in E-Commerce
  - 5.1 Success Measurements in E-Commerce
  - 5.2 Success Factors in E-Commerce
6. Opportunities and Risks in E-Commerce
  - 6.1 Legal Risks in E-Commerce (B2C)
  - 6.2 Opportunities and Risks for Pure Players
  - 6.3 Opportunities and Risks for Multi-Channel Players
7. E-Commerce in Selected Sectors
  - 7.1 E-Commerce in the Consumer Goods Sector (B2C) - E-Shop
  - 7.2 E-Commerce in the Capital Goods Sector (B2C) - E-Procurement

**Literature****Compulsory Reading****Further Reading**

- Turban, E., Whiteside, J., King, D., & Outland, J. (2017). Introduction to electronic commerce and social commerce. Springer.
- Laudon, K., & Traver, C. (2021). E-commerce 2021: Business, technology, and society (16th ed.). Pearson.



**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## E-Commerce II

Course Code: MWEC02-01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course expands and deepens the understanding of electronic commerce with elements of operational marketing, especially brand communication and interactive product/service and pricing, complemented by in-depth aspects of the growing importance of payment systems and mobile commerce systems. Based on the understanding of online customer behavior, participants discuss online advertising, pricing and communication, as well as PR activities, for example in the area of social networks. Another focus is on the technical requirements for successful e-commerce, such as usability, selection of shop and payment systems. The course program is supplemented by legal framework conditions and possibilities for customer integration. After completing this course, students will have a deeper understanding of marketing implications of e-commerce.

### Course Outcomes

On successful completion, students will be able to

- assess the potential of an online shop to successfully sell products and services over the Internet.
- know the conceptual, technical and legal aspects of e-commerce
- describe important prerequisites for success in e-commerce such as product range presentation, checkout and payment processes, conversion rate, etc.
- know selection criteria for shop systems and know the most important ones (Hybris, Magento etc.)
- explain current and future challenges, so that they can implement e-shop and e-commerce projects themselves.

### Contents

1. Basics of Online Marketing and E-Commerce
  - 1.1 Behavior of Online Customers
  - 1.2 Forms of Online Marketing
  - 1.3 Importance, Function and Impact of Online Marketing in E-Commerce
  - 1.4 Online Sales Channels, Mobile Marketing and Apps
  - 1.5 Implementation: Decision Criteria, Specifications and Project Management

2. Web Usability
  - 2.1 Criteria of Good Web Usability
  - 2.2 Barrier-Free Design and Responsive Design
  - 2.3 Search Engine Optimization and Content Marketing
3. Network-Based Payment Systems
  - 3.1 Criteria for Web-Based Payment Systems
  - 3.2 Prepaid Systems, Pay-Now Systems and Pay-Later Systems
  - 3.3 Mobile Payment and Scoring
4. Legal Basis
  - 4.1 Legal Aspects of Ordering and Delivery Processes
  - 4.2 General Terms and Conditions, Commercial Law and Right of Withdrawal
  - 4.3 Image Rights, Trademark Protection and Data Privacy
  - 4.4 Liability of the Shop and Website Operator
5. Shop Systems - Tools - Logistics
  - 5.1 Success Factors and Selection Criteria of a Good Online Shop
  - 5.2 Seal of Approval/Certification
  - 5.3 Range of Goods and Ordering Process
  - 5.4 Processing and Logistics
  - 5.5 Collection and Receivables Management
6. Social Media Marketing in E-Commerce
  - 6.1 Cross-Media Marketing of Online Shops
  - 6.2 Customer Retention and Achievement of Reach
  - 6.3 Conflict Management in Social Networks
  - 6.4 Social Media Advertising and Advertising Networks
7. Monitoring and Analysis
  - 7.1 Measuring Success: Goals, Methods and Funds
  - 7.2 Targeting and KPI Definitions
  - 7.3 Web Controlling
  - 7.4 Visitor Analysis

**Literature****Compulsory Reading****Further Reading**

- Wiedenhofer, L. (2021). Digital customer experience engineering: Strategies for creating effective digital experiences. Apress.
- Lesvitt, M. O., & Shneiderman, B. (2007). Research-based web design & usability guidelines. United States Government Printing Office.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

MWEC02-01\_E

## Innovation and Entrepreneurship

Module Code: DLMOMIAE\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	None	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimaldauer: 1 Semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Georg Berkel (Innovation and Entrepreneurship) / Prof. Dr. Sebastian Lempert (Internet of Things)

### Contributing Courses to Module

- Innovation and Entrepreneurship (DLMBIE01-01)
- Internet of Things (DLBMMIIT01)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Innovation and Entrepreneurship

- Study Format "myStudies": Exam, 90 Minutes
- Study Format "Distance Learning": Exam, 90 Minutes

##### Internet of Things

- Study Format "Distance Learning": Exam, 90 Minutes
- Study Format "myStudies": Exam, 90 Minutes

### Weight of Module

see curriculum

**Module Contents****Innovation and Entrepreneurship**

- Innovation management and entrepreneurship in a globalized world
- Basics of entrepreneurship
- Business ideas and company foundations
- Financing sources and processes
- Internet, digital business, and artificial intelligence
- Strategic alliances
- Family-owned companies

**Internet of Things**

- Consumer use cases and risks
- Business use cases and risks
- Social-economic issues
- Enabling technologies and networking fundamentals



### Learning Outcomes

#### Innovation and Entrepreneurship

On successful completion, students will be able to

- understand the importance, fundamentals, and dimensions of entrepreneurship and its derivatives (intrapreneurship, corporate entrepreneurship, stakeholder relationships, and family businesses).
- analyze the opportunities and challenges associated with evaluating a business idea and setting up a business.
- distinguish between the different motivations behind entrepreneurial activity and develop specific objectives for new enterprises.
- develop a business model, including benchmarks for assessing desired sustainable growth.
- apply different legal forms to business start-ups and select the appropriate legal form for a specific business model.
- understand the different ways in which entrepreneurship and innovation can be financed and weigh them against each other in terms of medium- and long-term advantages and disadvantages.
- develop a rigorous business plan that can be used both as a planning and financing instrument.
- apply, in principle, an entrepreneurial mindset in a variety of different contexts of future professional development.

#### Internet of Things

On successful completion, students will be able to

- distinguish and discuss a broad range of use cases for the internet of things (IoT).
- understand and reflect upon the different perspectives on IoT.
- apply distinct techniques to engineer internet-of-things products.
- evaluate and identify appropriate IoT communication technology and standards according to given IoT product requirements.
- reflect on the respective theoretical foundation, evaluate different approaches, and apply appropriate approaches to practical questions and cases.

#### Links to other Modules within the Study Program

This module is similar to other modules in the field of Business Administration & Management and Computer Science & Software Development

#### Links to other Study Programs of the University

All Master Programmes in the Business & Management and IT & Technology field

## Innovation and Entrepreneurship

Course Code: DLMBIE01-01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	None

### Course Description

In today's globalized and digital world, entrepreneurs have more opportunities to develop and market products and services than ever before. However, entrepreneurship, whether in the form of entrepreneurship or intrapreneurship, presents special challenges. In order to avoid the typical pitfalls of starting and growing a business, a sound understanding of innovation management and building a business is essential. Particular attention must be paid to the financing of entrepreneurial activity, both from the perspective of the entrepreneur and the investor. Innovation and entrepreneurial activity are the basis and driving force of our economy. Even looking at other economies, it is obvious that innovation and entrepreneurship are crucial at every stage of economic development. Small enterprises in developing countries initiate the development of economic institutions and create supply, demand, and markets. These enterprises lay the foundation for economic development and growth. In developed economies, innovation and entrepreneurship are the driving forces behind competition and competitiveness in the global context. In all parts of the world, family businesses play the most important role. The rapid technological and social change present in our societies requires the innovative use of digital technologies (internet and artificial intelligence), as well as flexibility in handling new forms of organization (e.g., strategic alliances between companies). This course introduces students to the ideas behind, motives, and drivers of entrepreneurial activity and innovation and teaches them the practical aspects of the identification, analysis, and development of innovations and business ideas. The core competence of the entrepreneur—the ability to negotiate with investors and partners—is also addressed.

**Course Outcomes**

On successful completion, students will be able to

- understand the importance, fundamentals, and dimensions of entrepreneurship and its derivatives (intrapreneurship, corporate entrepreneurship, stakeholder relationships, and family businesses).
- analyze the opportunities and challenges associated with evaluating a business idea and setting up a business.
- distinguish between the different motivations behind entrepreneurial activity and develop specific objectives for new enterprises.
- develop a business model, including benchmarks for assessing desired sustainable growth.
- apply different legal forms to business start-ups and select the appropriate legal form for a specific business model.
- understand the different ways in which entrepreneurship and innovation can be financed and weigh them against each other in terms of medium- and long-term advantages and disadvantages.
- develop a rigorous business plan that can be used both as a planning and financing instrument.
- apply, in principle, an entrepreneurial mindset in a variety of different contexts of future professional development.

**Contents**

1. Entrepreneurship
  - 1.1 Entrepreneurship and entrepreneur
  - 1.2 Enterprise related theories of entrepreneurship
  - 1.3 The economic significance of entrepreneurship
2. Company formation strategy
  - 2.1 Different contexts in which companies are founded
  - 2.2 The Entrepreneur
  - 2.3 Business models and strategies
3. Innovation and innovation management
  - 3.1 Innovation
  - 3.2 Innovation management
  - 3.3 Protection of intellectual property
  - 3.4 Case study: BMW Empathic Design
4. Legal form in international comparison
  - 4.1 Germany
  - 4.2 International comparison: USA

5. Financing entrepreneurial activity I: Sources of finance
  - 5.1 Incubators, accelerators and crowdfunding
  - 5.2 Business angels
  - 5.3 Private equity and corporate venture capital
  - 5.4 Public start-up support
6. Financing entrepreneurial activity II: Financing processes
  - 6.1 The investor view: Deal sourcing and deal screening
  - 6.2 The entrepreneurial view: Negotiations with investors
  - 6.3 The evaluation of business start-ups
7. The business plan
  - 7.1 Purpose and objectives of the business plan
  - 7.2 Expectations regarding the business plan
  - 7.3 Structure and content of the business plan
  - 7.4 Guidelines for creating a business plan
8. Digital business models and artificial intelligence
  - 8.1 e-Business
  - 8.2 Artificial intelligence
  - 8.3 The Globotics Evolution
9. Cooperative strategy: Alliances and joint ventures
  - 9.1 Cooperative strategy
  - 9.2 The right “fit”
  - 9.3 The right “form”
10. Family-owned company
  - 10.1 Definitions
  - 10.2 Economic significance
  - 10.3 Strengths and weaknesses

**Literature****Compulsory Reading****Further Reading**

- Mariotti, S., & Glackin, C. (2016). *Entrepreneurship: Starting & operating a small business* (4th ed.). Pearson.
- Parker, S. C. (2009). *The economics of entrepreneurship* (pp. 1–28). Cambridge University Press.
- Scarborough, N. M., & Cornwall, J. R. (2019). *Essentials of entrepreneurship and small business management* (9th ed.). Pearson.

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

# Internet of Things

Course Code: DLMBMMIIT01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

The internet of things (IoT), once a rough vision, has become reality today in a broad manner. There is a plethora of devices and services available to both consumers and businesses. From smart homes to smart cities, from smart devices to smart factories – internet-of-things technologies impact on our lives and environments. This course follows a top-down approach, discussing a broad set of aspects connected with the internet of things. It starts with use cases and risks from the perspectives of customers and businesses and winds up with a technical foundation of the internet of things. To address the engineering perspective, a set of techniques is proposed.

## Course Outcomes

On successful completion, students will be able to

- distinguish and discuss a broad range of use cases for the internet of things (IoT).
- understand and reflect upon the different perspectives on IoT.
- apply distinct techniques to engineer internet-of-things products.
- evaluate and identify appropriate IoT communication technology and standards according to given IoT product requirements.
- reflect on the respective theoretical foundation, evaluate different approaches, and apply appropriate approaches to practical questions and cases.

## Contents

1. Introduction into the Internet of Things
  - 1.1 Foundations and Motivations
  - 1.2 Potential and Challenges
2. Social and Business Relevance
  - 2.1 Innovations for Consumers and Industry
  - 2.2 Impact on Human and Work Environment
  - 2.3 Privacy and Security



3. Architectures of Internet of Things and Industrial Internet of Things
  - 3.1 Elements of IoTs and IIoTs
  - 3.2 Sensors and Nodes
  - 3.3 Power Systems
  - 3.4 Fog Processors
  - 3.5 Platforms
4. Communication Standards and Technologies
  - 4.1 Network Topologies
  - 4.2 Network Protocols
  - 4.3 Communication Technologies
5. Data Storage and Processing
  - 5.1 NoSQL and MapReduce
  - 5.2 Linked Data and RDF(S)
  - 5.3 Semantic Reasoning
  - 5.4 Complex Event Processing
  - 5.5 Machine Learning
  - 5.6 Overview of Existing Data Storage and Processing Platforms
6. Fields of Application
  - 6.1 Smart Home/Living
  - 6.2 Smart Buildings
  - 6.3 Ambient Assisted Living
  - 6.4 Smart Energy/Grid
  - 6.5 Smart Factory
  - 6.6 Smart Logistics
  - 6.7 Smart Healthcare
  - 6.8 Smart Agriculture

**Literature****Compulsory Reading****Further Reading**

- Lea, P. (2018). Internet of things for architects: Architecting IoT solutions by implementing sensors, communication infrastructure, edge computing, analytics, and security. Birmingham: Packt Publishing Ltd. (Database: Dawson).
- McEwen, A., & Cassimally, H. (2013). Designing the internet of things. Chichester: John Wiley & Sons. (Database: ProQuest).
- Raj, P., & Raman, A. C. (2017). The Internet of Things: Enabling technologies, platforms, and use cases. Boca Raton, FL: Auerbach Publications. (Database: ProQuest).
- Weber, R. H., & Weber, R. (2010). Internet of Things. Heidelberg: Springer. (Database: Dawson).

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

# Product Development and Design Thinking

Module Code: DLMBPDDT

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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## Module Coordinator

Prof. Dr. Dorian Mora (Product Development) / Prof. Dr. Dorian Mora (Design Thinking)

## Contributing Courses to Module

- Product Development (DLMBPDDT01)
- Design Thinking (DLMBPDDT02)

## Module Exam Type

### Module Exam

### Split Exam

#### Product Development

- Study Format "myStudies": Exam, 90 Minutes
- Study Format "Distance Learning": Exam, 90 Minutes

#### Design Thinking

- Study Format "Distance Learning": Written Assessment: Project Report

## Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Product Development</b></p> <ul style="list-style-type: none"> <li>Production planning techniques</li> <li>Design tasks</li> <li>Product development approaches</li> <li>Digital product development and organizational aspects</li> </ul> <p><b>Design Thinking</b></p> <p>This course will put students in the mindset of Design Thinking. Students will be introduced to phases and distinct methods for inspiration, as well as the ideation and implementation of products. A current list of topics is located in the Learning Management System.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Product Development</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>know the basic definitions and principles of (new) product development.</li> <li>understand the key skills in product development.</li> <li>discuss, differentiate, and select appropriate product development approaches with respect to a given scenario.</li> <li>work with digital product development tools and techniques like CAD, PDM and PLM at a basic level.</li> <li>develop own solutions and approaches to academic and practical questions.</li> <li>discuss, evaluate, and adapt different digital product development techniques and tools.</li> </ul> <p><b>Design Thinking</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>comprehend, critically reflect on, and adopt the Design Thinking mindset.</li> <li>understand the inspiration, ideation, and implementation phases.</li> <li>evaluate and identify appropriate methods from the toolbox of human-centered design for given design tasks and challenges.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Design</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Design, Architecture &amp; Construction fields</p>

# Product Development

Course Code: DLMBPDDT01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

This course aims to provide basic work and problem-solving methods for the successful development of products. It introduces the definition of key design tasks and various alternative product development approaches such as flow-based, lean product development, and design thinking. Finally, the students will become familiar with the use of computer-aided design (CAD) tools and how they integrate into modern product development approaches.

## Course Outcomes

On successful completion, students will be able to

- know the basic definitions and principles of (new) product development.
- understand the key skills in product development.
- discuss, differentiate, and select appropriate product development approaches with respect to a given scenario.
- work with digital product development tools and techniques like CAD, PDM and PLM at a basic level.
- develop own solutions and approaches to academic and practical questions.
- discuss, evaluate, and adapt different digital product development techniques and tools.

## Contents

1. Introduction
  - 1.1 Basic Definitions
  - 1.2 The Product Development Process
  - 1.3 Indicators and Metrics
  - 1.4 Product Development Models
  - 1.5 Current Trends in Product Development
2. The Product Development Process
  - 2.1 Planning
  - 2.2 Concept Development
  - 2.3 Design
  - 2.4 Testing and Refinement
  - 2.5 Production and Ramp-up

3.	Product Development Approaches
3.1	Lean Product Development
3.2	Design Thinking
3.3	Human-Centered Design
3.4	User Experience Strategy
3.5	Open Innovation
4.	Digital Tools
4.1	Computer-Aided Design
4.2	Computer-Aided Quality
4.3	Product Data Management
4.4	Product Lifecycle Management
5.	Organizational Perspective
5.1	Incremental, Platform, and Breakthrough Development
5.2	Building Teams
5.3	Political Issues in Organizations
5.4	Distributed New Product Development

<b>Literature</b>
<b>Compulsory Reading</b>
<b>Further Reading</b>
<ul style="list-style-type: none"><li>▪ Kahn, K. B., Kay, S. E., Slotegraaf, R. J., &amp; Uban, S. (Eds.). (2012). <i>The PDMA handbook of new product development</i> (3rd ed.). Hoboken, NJ: John Wiley &amp; Sons. (Database: ProQuest).</li><li>▪ Ottosson, S. (2018). <i>Developing and managing innovation in a fast changing and complex world: Benefiting from dynamic principles</i>. Cham: Springer. (Database: ProQuest).</li><li>▪ Ulrich, K. T., &amp; Eppinger, S. D. (2016). <i>Product design and development</i> (6th ed.). New York, NY: McGraw Hill.</li></ul>



**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

# Design Thinking

Course Code: DLMBPDDT02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

In this course, students will receive a hands-on introduction to human-centered design via the Design Thinking method. Beyond conveying the individual basic principles, the procedures in Design Thinking are examined in detail. In order to fully understand Design Thinking in terms of important aspects in practice, selected methods for the individual process steps are presented in theory and application. Students will learn to improve their design process by reflecting on and adapting their activities.

## Course Outcomes

On successful completion, students will be able to

- comprehend, critically reflect on, and adopt the Design Thinking mindset.
- understand the inspiration, ideation, and implementation phases.
- evaluate and identify appropriate methods from the toolbox of human-centered design for given design tasks and challenges.

## Contents

- The course covers current topics and trends in Design Thinking, illustrating some methods and techniques as well as case studies. Each participant must create a project report on a chosen project, where he/she describes the application of the Design Thinking approach to a real product development scenario.

**Literature****Compulsory Reading****Further Reading**

- IDEO.org. (2015). The Field Guide to Human-Centered Design. A step-by-step guide that will get you solving problems like a designer. Retrieved from <http://www.designkit.org/resources/1>
- Pressman, Andy (2019): Design Thinking. A Guide to Creative Problem Solving for Everyone, New York : Routledge.
- Lockwood, T., & Papke, E. (n.d.). Innovation by design : how any organization can leverage design thinking to produce change, drive new ideas, and deliver meaningful solutions.
- Lewrick, M., Link, P., Leifer, L. J., & Langensand, N. (2018). The design thinking playbook : mindful digital transformation of teams, products, services, businesses and ecosystems. John Wiley & Sons.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

DLMBPDDT02

## Sales, Pricing and Brand Management

Module Code: DLMBSPBE

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimaldauer: 1 Semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Caterina Fox (Global Brand Management) / Caterina Fox (Sales and Pricing)

### Contributing Courses to Module

- Global Brand Management (DLMBSPBE01)
- Sales and Pricing (DLMBSPBE02)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Global Brand Management

- Study Format "Distance Learning": Exam, 90 Minutes

##### Sales and Pricing

- Study Format "Distance Learning": Exam, 90 Minutes

### Weight of Module

see curriculum

**Module Contents****Global Brand Management**

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalization are taking place, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing and distribution are increasingly becoming commodities and the new competitive arena is brand value, creating long-term, profitable brand relationships. Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. This course ultimately aims to introduce students to the differentiation of products and services in a world of alternatives and the benefits/disadvantages of providing customers with the power of choice.

**Sales and Pricing**

Establishing and maintaining a competitive customer interface is one of the major challenges for every company to assure successful revenue- and profit-management. The course will allow students to understanding the optimization levers of the customer interface. This includes advanced methods of market- and customer segmentation, channel management including the design, setup and optimization of a customer oriented sales organization (e.g. key account management), practices for sales-force-effectiveness, sales optimization levers, e.g. for customer penetration, and methods for price-differentiation and -realization. The course incorporates case-studies and practice related data and for each optimization lever, students are introduced to a comprehensive tool-box approach. The tool box for each lever contains the required theory, a set of basic analyses and the application of best-practice examples and metrics.



### Learning Outcomes

#### Global Brand Management

On successful completion, students will be able to

- analyze brands, brand components and brand management.
- examine how brands are positioned and re-positioned in regional, national and international markets and explore the concept of shared- and co-operative branding.
- promote the importance of brand valuation and measurement techniques within their company.
- form and apply tactics to address brand falsification and protection as well as to develop strategies to manage a brand crisis.
- analyze the main challenges facing international brands, and be able to measure their brand equity
- understand the factors that contribute to increasing or losing consumer-based brand equity.
- analyze a company's current brand strategy and propose viable alternatives as well as make informed decisions with greater probability of success.

#### Sales and Pricing

On successful completion, students will be able to

- identify the key-success factors for modern sales organizations.
- describe the relationship between segmentation and the design of an appropriate sales organization.
- execute respective analyses and apply improvement levers.
- demonstrate the use of the tool-boxes for the respective optimization levers.
- identify major characteristics of a high-performance sales organization.
- conduct decisive analyses to assess the strength and weaknesses of a sales organization and identify respective optimization levers.
- implement the required organizational and process-related improvement levers.
- measure the performance of a sales-organization using established methods, KPIs and metrics.
- apply fundamental concepts of international pricing.

#### Links to other Modules within the Study Program

This module is similar to other modules in the field of Marketing & Sales.

#### Links to other Study Programs of the University

All Master Programmes in the Marketing field.

## Global Brand Management

Course Code: DLMBSPBE01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

For most companies, a major opportunity to grow their business involves looking for possibilities outside their native country. However, taking brands beyond national boundaries presents a new set of branding issues as the global marketplace is constantly changing. At the same time, various forms of regionalization are taking place, adding another layer of complexity to managing a brand portfolio. Arguably, products, pricing and distribution are increasingly becoming commodities and the new competitive arena is brand value, creating long-term, profitable brand relationships. Ultimately, strong brands will transcend industries and provide an organization with one of its most valuable assets. This course ultimately aims to introduce students to the differentiation of products and services in a world of alternatives and the benefits/disadvantages of providing customers with the power of choice.

### Course Outcomes

On successful completion, students will be able to

- analyze brands, brand components and brand management.
- examine how brands are positioned and re-positioned in regional, national and international markets and explore the concept of shared- and co-operative branding.
- promote the importance of brand valuation and measurement techniques within their company.
- form and apply tactics to address brand falsification and protection as well as to develop strategies to manage a brand crisis.
- analyze the main challenges facing international brands, and be able to measure their brand equity
- understand the factors that contribute to increasing or losing consumer-based brand equity.
- analyze a company's current brand strategy and propose viable alternatives as well as make informed decisions with greater probability of success.

### Contents

1. Introduction to Global Brand Management
  - 1.1 Brand, Brand Equity, and Brand Value
  - 1.2 Brand Management and Brand Leadership
  - 1.3 Integrating Marketing Activities

2. Culture and Branding
  - 2.1 What is Culture?
  - 2.2 Culture and Consumer Behavior
  - 2.3 The Global-Local Dilemma of Branding
3. Creating Global Brands
  - 3.1 Brand Positioning
  - 3.2 Designing and Implementing Stages of Branding Strategies
  - 3.3 Choosing Brand Elements to Build Brand Equity
  - 3.4 Designing Marketing Programs to Build Brand Equity
4. Managing Global Brands
  - 4.1 Branding Strategy
  - 4.2 Brand Hierarchy
  - 4.3 Business-to-Business (B2B) Brand Management Strategies
5. Growing and Sustaining Brand Equity
  - 5.1 Extending the Brand
  - 5.2 Brand Alliances
  - 5.3 Green and Cause Marketing
6. Measuring Global Brand Equity and Performance
  - 6.1 Brand Equity Measurement Systems
  - 6.2 Measuring Sources of Brand Equity
  - 6.3 Measuring Outcomes of Brand Equity
7. Brand Analysis and Strategy Across Multiple Markets: A Managerial Approach
  - 7.1 Internal Analysis
  - 7.2 External Analysis
  - 7.3 Global Brand Management Scenarios
8. Managing a Brand Crisis
  - 8.1 Revitalizing a Brand
  - 8.2 Brand Falsification
  - 8.3 Brand Protection Strategies
  - 8.4 Brand Crises

**Literature****Compulsory Reading****Further Reading**

- Aaker, D. A. (1991). *Managing brand equity*. New York, NY: Free Press.
- de Mooij, M. (2014). *Global marketing and advertising: Understanding cultural paradoxes* (4th ed.). Thousand Oaks, CA: Sage.
- Kapferer, J. N. (2012). *The new strategic brand management: Advanced insights and strategic thinking* (5th ed.). London: Kogan Page.
- Keller, K. L., Aperia, T., & Georgson, M. (2013). *Strategic brand management: A European perspective* (2nd ed.). Upper Saddle River, NJ: Prentice Hall. (Database: MyiLibrary).

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input checked="" type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Sales and Pricing

Course Code: DLMBSPBE02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Establishing and maintaining a competitive customer interface is one of the major challenges for every company to assure successful revenue- and profit-management. The course will allow students to understand the optimization levers of the customer interface. This includes advanced methods of market- and customer segmentation, channel management including the design, setup and optimization of a customer oriented sales organization (e.g. key account management), practices for sales-force-effectiveness, sales optimization levers, e.g. for customer penetration, and methods for price-differentiation and -realization. The course incorporates case-studies and practice related data and for each optimization lever, students are introduced to a comprehensive tool-box approach. The tool box for each lever contains the required theory, a set of basic analyses and the application of best-practice examples and metrics.

### Course Outcomes

On successful completion, students will be able to

- identify the key-success factors for modern sales organizations.
- describe the relationship between segmentation and the design of an appropriate sales organization.
- execute respective analyses and apply improvement levers.
- demonstrate the use of the tool-boxes for the respective optimization levers.
- identify major characteristics of a high-performance sales organization.
- conduct decisive analyses to assess the strength and weaknesses of a sales organization and identify respective optimization levers.
- implement the required organizational and process-related improvement levers.
- measure the performance of a sales-organization using established methods, KPIs and metrics.
- apply fundamental concepts of international pricing.

### Contents

1. Segmentation
  - 1.1 Customer Segmentation
  - 1.2 Selection of Market Segments for Market Entry
  - 1.3 Development of Market Segments

2. Channel Management
  - 2.1 Distribution System as a Function of the Products Sold
  - 2.2 Selection of Distribution Partners
  - 2.3 Professionalization and Mobilization of Distribution Partners
  - 2.4 Control of Distribution Partners
3. Sales Force Effectiveness
  - 3.1 Sales Strategy
  - 3.2 Sales Process
  - 3.3 Sales Organization
  - 3.4 Sales Information and Management Systems
  - 3.5 Sales Controlling
4. Sales Optimization Levers
  - 4.1 Key Account Management
  - 4.2 Proactive Sales
  - 4.3 Value-Based Selling
  - 4.4 Online Sales Tools
5. Fundamentals of International Pricing
  - 5.1 Pricing Strategies
  - 5.2 Pricing for Market Segments
  - 5.3 Transaction Pricing and Managing the Price Waterfall
  - 5.4 Price Differentiation and Standardization in an International Context
6. Special Topics in International Pricing
  - 6.1 Gray Markets
  - 6.2 Transfer Pricing
  - 6.3 Price Wars
  - 6.4 Innovative Pricing Methods
  - 6.5 Risks in International Business

**Literature****Compulsory Reading****Further Reading**

- Dibb, S., & Simkin, L. (2010). *The market segmentation workbook: Target marketing for marketing managers*. Boston, MA: Cengage Learning.
- Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing management* (3rd ed.) (pp. 331–420). Harlow: Pearson Education. (Database: Mylibrary).
- Nagle, T. T., Zale, J., & Hogan, J. (2016). *The strategy and tactics of pricing* (5th ed.). Abingdon: Routledge. (Database: EBSCO).
- Zoltners, A. A., Sinha, P., & Zoltners, G. A. (2001). *The complete guide to accelerating sales force performance: How to get more sales from your sales force*. New York, NY: Amacom. (Database: EBSCO).



**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMBSPBE02

# Artificial Intelligence

Module Code: DLMIMWKI

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimaldauer: 1 Semester	WiSe/SoSe	English

## Module Coordinator

Prof. Dr. Claudia Heß (Artificial Intelligence) / Prof. Dr. Tim Schlippe (Seminar: AI and Society)

## Contributing Courses to Module

- Artificial Intelligence (DLMAIAI01)
- Seminar: AI and Society (DLMAISAI01)

## Module Exam Type

### Module Exam

### Split Exam

#### Artificial Intelligence

- Study Format "Distance Learning": Exam, 90 Minutes
- Study Format "myStudies": Exam, 90 Minutes

#### Seminar: AI and Society

- Study Format "myStudies": Written Assessment: Research Essay
- Study Format "Distance Learning": Written Assessment: Research Essay

## Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Artificial Intelligence</b></p> <ul style="list-style-type: none"> <li>▪ History of AI</li> <li>▪ AI application areas</li> <li>▪ Expert systems</li> <li>▪ Neuroscience</li> <li>▪ Modern AI systems</li> </ul> <p><b>Seminar: AI and Society</b></p> <p>In this module, students will reflect on current societal and political implications of artificial intelligence. To this end, pertinent topics will be introduced via articles that are then critically evaluated by the students in the form of a written essay.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Artificial Intelligence</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ remember the historical developments in the field of artificial intelligence.</li> <li>▪ analyze the different application areas of artificial intelligence.</li> <li>▪ comprehend expert systems.</li> <li>▪ apply Prolog to simple expert systems.</li> <li>▪ comprehend the brain and cognitive processes from a neuro-scientific point of view.</li> <li>▪ understand modern developments in artificial intelligence.</li> </ul> <p><b>Seminar: AI and Society</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ name selected current societal topics and issues in artificial intelligence.</li> <li>▪ explain the influence and impact of artificial intelligence on societal, economic, and political topics.</li> <li>▪ transfer theoretically-acquired knowledge to real-world cases.</li> <li>▪ treat in a scientific manner a select topic in the form of a written essay.</li> <li>▪ critically question and discuss current societal and political issues arising from the recent advances in artificial intelligence methodology.</li> <li>▪ develop own problem-solving skills and processes through reflection on the possible impact of their future occupation in the sector of artificial intelligence.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Data Science &amp; Artificial Intelligence.</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programmes in the IT &amp; Technology field.</p>

# Artificial Intelligence

Course Code: DLMAIAI01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

The quest for artificial intelligence has captured humanity's interest for many decades and has been an active research area since the 1960s. This course will give a detailed overview of the historical developments, successes, and set-backs in AI, as well as the development and use of expert systems in early AI systems. In order to understand cognitive processes, the course will give a brief overview of the biological brain and (human) cognitive processes and then focus on the development of modern AI systems fueled by recent developments in hard- and software. Particular focus will be given to discussion of the development of "narrow AI" systems for specific use cases vs. the creation of general artificial intelligence. The course will give an overview of a wide range of potential application areas in artificial intelligence, including industry sectors such as autonomous driving and mobility, medicine, finance, retail, and manufacturing.

## Course Outcomes

On successful completion, students will be able to

- remember the historical developments in the field of artificial intelligence.
- analyze the different application areas of artificial intelligence.
- comprehend expert systems.
- apply Prolog to simple expert systems.
- comprehend the brain and cognitive processes from a neuro-scientific point of view.
- understand modern developments in artificial intelligence.

## Contents

1. History of AI
  - 1.1 Historical Developments
  - 1.2 AI Winter
  - 1.3 Notable Advances in AI
2. Expert Systems
  - 2.1 Overview Over Expert Systems
  - 2.2 Introduction to Prolog

3.	Neuroscience
3.1	The (Human) Brain
3.2	Cognitive Processes
4.	Modern AI Systems
4.1	Recent Developments in Hard- and Software
4.2	Narrow vs General AI
4.3	NLP and Computer Vision
5.	AI Application Areas
5.1	Autonomous Vehicles & Mobility
5.2	Personalized Medicine
5.3	FinTech
5.4	Retail & Industry

<b>Literature</b>
<b>Compulsory Reading</b>
<b>Further Reading</b> <ul style="list-style-type: none"><li>▪ Russell, S. &amp; Norvig, P. (2010). Artificial intelligence: a modern approach (3rd ed.). Upper Saddle River, NJ: Prentice Hall.</li><li>▪ Lucas, P.J.F &amp; Van der Gaag, L. (1991). Principles of expert systems. Amsterdam: Addison Wesley (copyright returned to author).</li><li>▪ Clocksin, W.F. &amp; Mellish, C.S. (2003). Programming in Prolog (4th ed.). Berlin: Springer-Verlag.</li><li>▪ Ward, J. (2015). The student’s guide to cognitive neuroscience. (3rd ed.). New York, NY: Psychology Press.</li><li>▪ Frankish, K &amp; Ramsey, W.M. (Eds.) (2012). The Cambridge handbook of cognitive science. Cambridge: Cambridge University Press.</li></ul>

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides



## Seminar: AI and Society

Course Code: DLMAISAI01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

In the current decade, impressive advances have been achieved in the field of artificial intelligence. Several cognitive tasks like object recognition in images and video, natural language processing, game strategy, and autonomous driving and robotics are now being performed by machines at unprecedented levels of ability. This course will examine some of societal, economic, and political implications of these developments.

### Course Outcomes

On successful completion, students will be able to

- name selected current societal topics and issues in artificial intelligence.
- explain the influence and impact of artificial intelligence on societal, economic, and political topics.
- transfer theoretically-acquired knowledge to real-world cases.
- treat in a scientific manner a select topic in the form of a written essay.
- critically question and discuss current societal and political issues arising from the recent advances in artificial intelligence methodology.
- develop own problem-solving skills and processes through reflection on the possible impact of their future occupation in the sector of artificial intelligence.

### Contents

- The seminar covers current topics concerning the societal impact of artificial intelligence. Each participant must create a seminar paper on a topic assigned to him/her. A current list of topics is given in the Learning Management System.

**Literature**

**Compulsory Reading**

**Further Reading**

- Turabian, K. L. (2013). A manual for writers of research papers, theses, and dissertations. Chicago: University of Chicago Press.
- Swales, J. M., & Feak, C. R. (2012). Academic writing for graduate students, essential tasks and skills. Michigan: University of Michigan Press.
- Bailey, S. (2011). Academic writing for international students of business. New York, NY: Routledge

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Seminar
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Research Essay

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Seminar
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Research Essay

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Communication and Public Relations

Module Code: DLMWKPR\_E

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Caterina Fox (Communication and Public Relations I) / Caterina Fox (Communication and Public Relations II)

### Contributing Courses to Module

- Communication and Public Relations I (DLMWKB01\_E)
- Communication and Public Relations II (DLMWKB02\_E)

### Module Exam Type

#### Module Exam

#### Split Exam

Communication and Public Relations I

- Study Format "Distance Learning": Written Assessment: Case Study

Communication and Public Relations II

- Study Format "Distance Learning": Written Assessment: Case Study

### Weight of Module

see curriculum

### Module Contents

#### Communication and Public Relations I

- General conditions and strategic objectives of communication and public relations
- The instruments of the communication mix, their critical appraisal and fields of application
- Strategic and tactical planning of communication and public relations measures, including agency management and budget planning

#### Communication and Public Relations II

- Introduction to the basic processes of perception and identification of target audiences
- Requirements for effective communication and the design of appropriate communication tools
- Basic approaches and instruments for measuring communication results

### Learning Outcomes

#### Communication and Public Relations I

On successful completion, students will be able to

- understand the general conditions of communication and assess the consequences for the implementation of communication procedures.
- understand the theory of communication.
- identify and evaluate possible communication strategies and develop them based on their own objectives.
- know basic communication instruments and assess the advantages and disadvantages of the respective measures.
- implement communication strategies by designing measures and instruments, in particular in the form of integrated communication.
- know essential aspects of strategic and tactical communication planning and know approaches and possibilities for budgeting and media planning as well as agency management.
- familiarize themselves with the latest trends in communication and brand policy.

#### Communication and Public Relations II

On successful completion, students will be able to

- understand basic perception and assessment processes of communication.
- draw conclusions for the development of communication messages and develop instruments that increase the effect of communication.
- evaluate and optimize communication measures with regard to their effectiveness.
- know instruments for measuring the effect of communication, assess their advantages and disadvantages and use these instruments in daily business.

**Links to other Modules within the Study Program**

This module is similar to other modules in the field of Public Relations Management

**Links to other Study Programs of the University**

All Master Programs in the Marketing & Communication fields

## Communication and Public Relations I

Course Code: DLMWKB01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Students become familiar with the general conditions of communication as well as the past, current and future development of the media landscape. Based on the theory of communication, communication strategy with its different aspects is introduced. This scientific foundation provides the basis for discussing appropriate communication instruments, as well as critically assessing their suitability for achieving different communication objectives. The theoretical discussion is supported by practical examples. Furthermore, the basics of communication and media planning, communication budget determination and agency selection and control are taught.

### Course Outcomes

On successful completion, students will be able to

- understand the general conditions of communication and assess the consequences for the implementation of communication procedures.
- understand the theory of communication.
- identify and evaluate possible communication strategies and develop them based on their own objectives.
- know basic communication instruments and assess the advantages and disadvantages of the respective measures.
- implement communication strategies by designing measures and instruments, in particular in the form of integrated communication.
- know essential aspects of strategic and tactical communication planning and know approaches and possibilities for budgeting and media planning as well as agency management.
- familiarize themselves with the latest trends in communication and brand policy.

### Contents

1. Introduction to Communication and PR
  - 1.1 Communication
  - 1.2 Levels of Communication
  - 1.3 Public Relations



2. General conditions of Communication
  - 2.1 Development Stages of Corporate Communication
  - 2.2 The Media Landscape
  - 2.3 Information Overload
  - 2.4 Paradigm Shift
3. Communication Policy
  - 3.1 Corporate Communication and PR
  - 3.2 Objectives and Stakeholders
  - 3.3 Integrated Communication
4. Communication Strategies
  - 4.1 Market and Positioning
  - 4.2 Target Audience Planning
  - 4.3 Communication Strategies
5. Communication Tools
  - 5.1 Categories of Communication Instruments
  - 5.2 Advertising
  - 5.3 Social Media and Web 2.0
  - 5.4 Public Relations
6. Organization of Communication I
  - 6.1 Communication in Practice
  - 6.2 The Planning Process
7. Organization of Communication II
  - 7.1 Agencies: Selection and Briefing
  - 7.2 Budgeting
8. Developments and Trends
  - 8.1 Corporate Communication Today and Tomorrow
  - 8.2 Neuro Marketing
  - 8.3 Storytelling
  - 8.4 Mobile Marketing
  - 8.5 Further Developments

**Literature**

**Compulsory Reading**

**Further Reading**

- Argenti, P. A. (2015). Corporate communication (7th ed.). McGraw-Hill Education.
- Cornelissen, J. P. (2020). Corporate communication: A guide to theory and practice (6th ed.). SAGE.
- Theaker, A. (2020). The public relations handbook (6th ed.). Routledge.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Communication and Public Relations II

Course Code: DLMWKB02\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course expands upon the understanding of communication and public relations with important findings on consumer perception. Students learn to assess basic perception insights from a target audience perspective and apply them to develop communication tools. Furthermore, techniques for creating attention, conveying information, designing experiences and increasing learning are discussed and supported by practical examples. In addition, students learn about the different approaches and instruments for measuring success and the effect of communication and understand which instrument is suitable for which problem and under which conditions.

### Course Outcomes

On successful completion, students will be able to

- understand basic perception and assessment processes of communication.
- draw conclusions for the development of communication messages and develop instruments that increase the effect of communication.
- evaluate and optimize communication measures with regard to their effectiveness.
- know instruments for measuring the effect of communication, assess their advantages and disadvantages and use these instruments in daily business.

### Contents

1. Communication and Perception
  - 1.1 The Effect of Communication
  - 1.2 Psychological and Neuroscientific Findings
  - 1.3 Image, Text and Sound in Communication
2. Optimizing Implementation: Organization and Positioning
  - 2.1 Integrated Communication
  - 2.2 Positioning
3. Optimizing Implementation: Situation Analysis, Objectives and Target Audiences
  - 3.1 Situation Analysis
  - 3.2 Objectives and Planning
  - 3.3 Target Audiences

4. Planning, Concepts and Staging
  - 4.1 Strategy and Planning
  - 4.2 Conceptual Work
  - 4.3 Dramaturgy and Staging
5. The Media Mix - Practical Examples
  - 5.1 Television Advertising
  - 5.2 Live Communication
  - 5.3 Public Relations
6. Social Media in the Communication Mix
  - 6.1 Owned, Paid and Earned Media
  - 6.2 Social Media and Corporate Communication
7. Communication Controlling
  - 7.1 Added Value Through Communication
  - 7.2 Strategic and Operational Communication Controlling
  - 7.3 Instruments
8. Responsible Communication
  - 8.1 Socially Oriented Communication
  - 8.2 Corporate Social Responsibility (CSR)
  - 8.3 Legal Considerations

**Literature****Compulsory Reading****Further Reading**

- Juska, J. (2017). Integrated marketing communication: Advertising and promotion in a digital world. Routledge.
- Kelleher, T. (2020). Public relations (2nd ed.). Oxford University Press.
- Seitel, F. (2016). The practice of public relations (13th ed.). Pearson.
- Stacks, D. (2016). Primer of public relations research (3rd ed.). Guilford Press.
- Wilcox, D., Cameron, G., & Reber, B. (2014). Public relations: Strategies and tactics (11th ed.). Pearson.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Salesforce Consultant Specialization

Module Code: DLMSFCS

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Thomas Bolz (Salesforce Administrator and Service Cloud Consultant) / Prof. Dr. Thomas Bolz (Salesforce Sales Cloud Consultant )

### Contributing Courses to Module

- Salesforce Administrator and Service Cloud Consultant (DLMSFCS01)
- Salesforce Sales Cloud Consultant (DLMSFCS02)

### Module Exam Type

#### Module Exam

#### Split Exam

Salesforce Administrator and Service Cloud Consultant

- Study Format "Distance Learning": Written Assessment: Project Report

Salesforce Sales Cloud Consultant

- Study Format "Distance Learning": Oral Project Report

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Salesforce Administrator and Service Cloud Consultant</b></p> <p>Using the learning platform Trailhead students will learn to administer the Salesforce platform. At the end of the course the students will be able to manage the Salesforce service cloud. This course is the preparation for the Salesforce Administrator Certification and Salesforce Service Cloud Certification.</p> <p><b>Salesforce Sales Cloud Consultant</b></p> <p>Using the learning platform Trailhead students will learn how to manage sales processes with Salesforce platform. At the end of the course the students will be able to manage the Salesforce sales cloud. This course prepares for the Salesforce Sales Cloud Consultant Certification.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Salesforce Administrator and Service Cloud Consultant</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ define what Salesforce and customer relationship management is.</li> <li>▪ describe and compare the different options for importing and exporting data in Salesforce.</li> <li>▪ create reports and visualize key business metrics in real-time in Salesforce.</li> <li>▪ setup customer service with Salesforce service cloud.</li> <li>▪ lead a customer service team in the digital era.</li> <li>▪ define service cloud goals and metrics.</li> </ul> <p><b>Salesforce Sales Cloud Consultant</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ setup sales management with Salesforce sales cloud.</li> <li>▪ lead a sales team in the digital era.</li> <li>▪ create digital engagement on multiple channels.</li> <li>▪ define sales cloud goals and metrics.</li> <li>▪ deploy sales processes for gathering competitive insights.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Marketing &amp; Sales</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>



## Salesforce Administrator and Service Cloud Consultant

Course Code: DLMSFCS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Salesforce is the most used software solution for customer relationship management worldwide. Using the learning platform Trailhead students will learn independently the fundamentals of Salesforce. The course explains how to administrate Salesforce and how to create processes to help supporting teams become more efficient and manage large data volumes within Salesforce. This course prepares students for the Salesforce Administrator Certification and Salesforce Service Cloud Certification.

### Course Outcomes

On successful completion, students will be able to

- define what Salesforce and customer relationship management is.
- describe and compare the different options for importing and exporting data in Salesforce.
- create reports and visualize key business metrics in real-time in Salesforce.
- setup customer service with Salesforce service cloud.
- lead a customer service team in the digital era.
- define service cloud goals and metrics.

### Contents

- The content on the learning platform focuses on the features and functionality used to maintain a Salesforce implementation. The content provides general knowledge of the features available to end users and the configuration options available to a Salesforce Administrator. Furthermore, the content enables to perform administrative functions using current Salesforce features design solutions using the Service Cloud functionality and to lead the implementation of these solutions within a customer organization.

### Literature

#### Compulsory Reading

#### Further Reading

- According to the Information given on the learning platform

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Salesforce Sales Cloud Consultant

Course Code: DLMSFCS02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course facilitates key aspects of setting up sales management with Salesforce sales cloud on the learning platform Trailhead. The course describes how to implement Salesforce sales cloud and manage it. It enables to make better business decisions based on customer data and to create a sales metrics strategy. The course shows how to create processes to help sales teams become more efficient and manage large data volumes within Salesforce. This course prepares students for the Salesforce Sales Cloud Consultant Certification.

### Course Outcomes

On successful completion, students will be able to

- setup sales management with Salesforce sales cloud.
- lead a sales team in the digital era.
- create digital engagement on multiple channels.
- define sales cloud goals and metrics.
- deploy sales processes for gathering competitive insights.

### Contents

- The content on the learning platform focuses on designing and deploying solutions that support sales teams and sales processes using Salesforce applications. The content enables to design solutions using the Salesforce sales cloud functionality and to lead the implementation of these solutions within an organization.

### Literature

#### Compulsory Reading

#### Further Reading

- According to the Information given on the learning platform

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Salesforce Sales Specialization

Module Code: DLMSFSS

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Adrienne Steffen (Sales Management I) / Prof. Dr. Josephine Zhou-Brock (Salesforce Sales Skills)

### Contributing Courses to Module

- Sales Management I (DLMWSA01\_E)
- Salesforce Sales Skills (DLMSFSS01)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Sales Management I

- Study Format "Distance Learning": Written Assessment: Case Study

##### Salesforce Sales Skills

- Study Format "Distance Learning": Written Assessment: Project Report

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Sales Management I</b></p> <ul style="list-style-type: none"> <li>▪ Strategic framework and concepts of sales management</li> <li>▪ Organizational and process options for sales and distribution in the company</li> <li>▪ General conditions and design options for successful sales force management</li> </ul> <p><b>Salesforce Sales Skills</b></p> <p>Students will learn and understand the process of selling web-based software that customers access through an online portal. At the end of the course the students will know the different stages of the software as a service sales process as well as value based selling and will be able to translate these findings into the Salesforce products and services environment.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Sales Management I</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ know of the strategic basics of sales management and understand the basic approaches to designing alternative sales models.</li> <li>▪ understand core ideas of customer driven organizations and recognize the consequences and design options for structure and process in the sales division of the company.</li> <li>▪ familiarize themselves with the functions and challenges of project organization in sales.</li> <li>▪ organize and manage a sales team/sales force independently.</li> <li>▪ actively meet future challenges in sales management.</li> </ul> <p><b>Salesforce Sales Skills</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand the SaaS sales process and sales cycle, value based selling and solutions sales.</li> <li>▪ customize different frameworks to a firm’s specific needs.</li> <li>▪ learn how to drive the buying decision through executive engagement.</li> <li>▪ bring consistency in the way selling is conducted.</li> <li>▪ identify, analyse and drive the most important sales KPIs.</li> <li>▪ use the Salesforce platform to enhance the sales process.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the fields of Marketing &amp; Sales</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication fields</p>

## Sales Management I

Course Code: DLMWSA01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Students learn the strategic essentials and design options of sales management. In addition to basic strategic directions of sales management, they learn how to categorize alternative sales strategies and critically deal with the challenges of multi-channel sales. In addition, the concept of customer driven organization is explained and deepened, and based on this, consequences for the design of the sales organization and strategic or operative sales force management are derived. The course ends with a discussion on future challenges in sales.

### Course Outcomes

On successful completion, students will be able to

- know of the strategic basics of sales management and understand the basic approaches to designing alternative sales models.
- understand core ideas of customer driven organizations and recognize the consequences and design options for structure and process in the sales division of the company.
- familiarize themselves with the functions and challenges of project organization in sales.
- organize and manage a sales team/sales force independently.
- actively meet future challenges in sales management.

### Contents

1. Introduction to Sales
  - 1.1 Theory of Sales
  - 1.2 Strategic Distribution
  - 1.3 Sales in Practice
  - 1.4 The Elements of the Sales Policy at a Glance
2. Basics of the Sales Organization
  - 2.1 Single-Level (Direct Sales) Versus Multi-Level Sales
  - 2.2 Distribution to Business Customers or Industrial Goods Distribution
  - 2.3 Cooperative Sales Forms
  - 2.4 Sales Partners: Distributors and Sales Agents

3. Sales Concept
  - 3.1 Push Versus Pull
  - 3.2 Distribution Intensity - Ubiquitous, Intensive, Selective, Exclusive
  - 3.3 Key Account Management
  - 3.4 Small Customers Care
4. Multi-Channel Management
  - 4.1 Basics
  - 4.2 Definition and Integration of the Channel Stages and Processes
  - 4.3 Control and Evaluation of the Sales Channels
  - 4.4 Success Factors and Conflict Potential in Multi-Channel Systems
5. Sales and Contact Forms
  - 5.1 Personal Sale
  - 5.2 Media-Supported Sale
  - 5.3 Media-Led Sales
6. Principles of the Sales Organization
  - 6.1 Customer-Oriented Sales Organization
  - 6.2 Sales Organization by Products or Regions
  - 6.3 Sales Organization by Sales Channels or Customers
  - 6.4 Central or Decentralized Sales Organization
7. Sales Force Management I
  - 7.1 Recruitment of Employees for Sales
  - 7.2 Qualification of Employees in Sales
  - 7.3 Shift Planning of Employees in Sales
8. Sales Force Management II
  - 8.1 Sales Management and Sales Culture
  - 8.2 Remuneration and Incentive Systems
  - 8.3 Performance Evaluation and Monitoring
9. Sales Controlling
  - 9.1 Content and Tasks of Sales Controlling
  - 9.2 Strategic Sales Controlling
  - 9.3 Operational Sales Controlling
  - 9.4 Sales Information Systems



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|---|
| 10. Future Developments                     |
| 10.1 Digitization and Social Media          |
| 10.2 Globalization and Internationalization |
| 10.3 Big Data and System Integration        |

<b>Literature</b>
<b>Compulsory Reading</b>
<b>Further Reading</b>
<ul style="list-style-type: none"><li>▪ Guenzi, P., &amp; Geiger, S. (2011). Sales management: A multinational perspective. Palgrave Macmillan.</li><li>▪ Ingram, T. N., Schwepker, C. H., Avila, R. A., &amp; LaForge, R. W. (2008). Professional selling: A trust-based approach (4th ed). Thomson South-Western.</li><li>▪ Johnston, M. W., &amp; Marshall, G. W. (2016). Sales force management: Leadership, innovation, technology. Routledge.</li><li>▪ Manning, G. L., Ahearne, M., &amp; Reece, B. L. (2014). Selling today: Partnering to create value. Pearson.</li></ul>

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Salesforce Sales Skills

Course Code: DLMSFSS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Software as a service (SaaS) is a way of delivering applications over the internet. Salesforce is the leading SaaS provider with its flagship CRM platform. Using different methods including the learning platform Trailhead, students will learn the different frameworks and concepts of SaaS sales in order to know how they can customize the adequate approach to a company's specific needs and organizational structure. Furthermore, this course prepares students to use the Salesforce platform to drive their KPIs and accelerate their sales.

### Course Outcomes

On successful completion, students will be able to

- understand the SaaS sales process and sales cycle, value based selling and solutions sales.
- customize different frameworks to a firm's specific needs.
- learn how to drive the buying decision through executive engagement.
- bring consistency in the way selling is conducted.
- identify, analyse and drive the most important sales KPIs.
- use the Salesforce platform to enhance the sales process.

### Contents

- The content of this module focuses on the engagement with customers, and particularly with executives, and how to increase impact when selling SaaS products and services. The content enables students to generate new business through inbound and outbound opportunities and to sell effectively to executives and decision makers at prospect companies. Furthermore, knowledge is provided for the SaaS sales methodology, value based selling and different approaches and frameworks on how to approach each phase of the sales process. It is elaborated how purchasing decisions are made and how these can be influenced by selling centers effectively. Consequently, the content of this course enables students to analyse and drive KPIs using adequate frameworks and processes as well as the Salesforce platform.

**Literature**

**Compulsory Reading**

**Further Reading**

- Arli, D./ Bauer, C./ Palmatier, R.W. (2018): Relational selling: Past, present and future. *Industrial Marketing Management*, 69, 169-184.
- McFarland, R.G., Challagalla, G.N., & Shervani, T.A. (2006). Influence tactics for effective adaptive selling. *Journal of Marketing*, 70(4), 103-117.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

DLMSFSS01

## Salesforce Developer Specialization

Module Code: DLMSFDS

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Thomas Bolz (Salesforce Platform App Builder ) / Prof. Dr. Thomas Bolz (Salesforce Platform Developer )

### Contributing Courses to Module

- Salesforce Platform App Builder (DLMSFDS01)
- Salesforce Platform Developer (DLMSFDS02)

### Module Exam Type

#### Module Exam

#### Split Exam

Salesforce Platform App Builder

- Study Format "Distance Learning": Written Assessment: Project Report

Salesforce Platform Developer

- Study Format "Distance Learning": Oral Project Report

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Salesforce Platform App Builder</b></p> <p>Using the learning platform Trailhead students will learn the fundamentals of Salesforce. At the end of the course, the students will be able to design, build and deploy custom applications. This course prepares for the Salesforce Platform App Builder Certification.</p> <p><b>Salesforce Platform Developer</b></p> <p>Using the learning platform Trailhead students will learn how to develop own applications, built from various parts of the Salesforce platform. At the end of the course the students will be able to use Apex, JavaScript, Visualforce and basic Lightning components. This course prepares for the Salesforce Platform Developer I and JavaScript Developer I Certification.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Salesforce Platform App Builder</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ define what Salesforce and customer relationship management is.</li> <li>▪ design the data model, user interface and business logic for custom applications.</li> <li>▪ customize applications for mobile use.</li> <li>▪ design reports and dashboards.</li> <li>▪ manage application security and deploy custom applications.</li> </ul> <p><b>Salesforce Platform Developer</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ develop own applications using Apex and basic Lightning components.</li> <li>▪ write SOSL, SOQL and DML statements.</li> <li>▪ use Visualforce to build custom user interfaces for mobile and web apps.</li> <li>▪ build reusable, performant components that follow modern web standards.</li> <li>▪ use JavaScript to handle user interactions.</li> <li>▪ use the built-in testing framework to test Apex and Visualforce.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Marketing &amp; Sales</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>



# Salesforce Platform App Builder

Course Code: DLMSFDS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Salesforce is the most used software solution for customer relationship management worldwide. This solution can be customized and personalized for the needs of customers, partners and employees. Using the learning platform Trailhead, students will learn independently the fundamentals of Salesforce and the development of customized application. This course prepares students for the Salesforce Platform App Builder Certification.

## Course Outcomes

On successful completion, students will be able to

- define what Salesforce and customer relationship management is.
- design the data model, user interface and business logic for custom applications.
- customize applications for mobile use.
- design reports and dashboards.
- manage application security and deploy custom applications.

## Contents

- The content on the learning platform focuses on the features and functionality to design, build and deploy custom applications. The content also provides knowledge to define business logic and process automation declaratively. Furthermore, the design and management of the correct data models and the customization of applications for individual needs is included in this course. Thus, the content of this course enables to automate repetitive tasks and to optimize processes in customer organizations.

## Literature

### Compulsory Reading

### Further Reading

- Benioff, M./Langley, M. (2019): Trailblazer. The Power of Business as the Greatest Platform for Change. 1st ed.
- Shaalan, S. (2020): Salesforce for Beginners. A step-by-step guide to creating, managing, and automating sales and marketing processes. Packt Publishing, Birmingham.
- Weinmeister, P. (2019): Practical Salesforce Development Without Code. Building Declarative Solutions on the Salesforce Platform. 2nd ed., Apress, Berkeley.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

# Salesforce Platform Developer

Course Code: DLMSFDS02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

The Salesforce platform not only forms the foundation of core Salesforce products like Sales Cloud and Service Cloud, but it is also possible to build own functionality and own applications. Using the learning platform Trailhead, students will learn how to use the programmatic pillars of the Salesforce platform: Lightning components, Apex and Visualforce. This course prepares students for the Salesforce Platform Developer I and JavaScript Developer I Certification.

## Course Outcomes

On successful completion, students will be able to

- develop own applications using Apex and basic Lightning components.
- write SOSL, SOQL and DML statements.
- use Visualforce to build custom user interfaces for mobile and web apps.
- build reusable, performant components that follow modern web standards.
- use JavaScript to handle user interactions.
- use the built-in testing framework to test Apex and Visualforce.

## Contents

- The content on the learning platform focuses on the development of own functionality and own applications, built from various parts of the Salesforce platform. The content enables to use the programmatic elements Lightning components, Apex and Visualforce. Furthermore, knowledge is provided for data modeling, process automation, user interface design, testing and deployment. Thus, the content of this course enables to extend Salesforce by individual applications to cover the needs in customer organizations.

## Literature

### Compulsory Reading

### Further Reading

- Gupta, R. (2019): Salesforce Platform App Builder Certification. A Practical Study Guide. 1st ed., Apress.
- Salesforce (2020): Developer Documentation. (URL: <https://developer.salesforce.com/docs/> [accessed: 12.12.2020]).

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Process Management with Scrum

Module Code: DLMPREEPMS

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> <ul style="list-style-type: none"> <li>▪ none</li> <li>▪ DLMPREEPMS01</li> </ul>	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Inga Schlömer (Process Management with Scrum) / Prof. Dr. Inga Schlömer (Project: Corporate Project with Scrum)

### Contributing Courses to Module

- Process Management with Scrum (DLMPREEPMS01)
- Project: Corporate Project with Scrum (DLMPREEPMS02)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Process Management with Scrum

- Study Format "Distance Learning": Written Assessment: Case Study

##### Project: Corporate Project with Scrum

- Study Format "Distance Learning": Written Assessment: Project Report

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Process Management with Scrum</b></p> <ul style="list-style-type: none"> <li>▪ Scrum Origin, Basic Idea and Fields of Application</li> <li>▪ Scrum Roles</li> <li>▪ Product Backlog and Sprint Planning</li> <li>▪ Executing the Scrum Process</li> <li>▪ Helpful Tools</li> <li>▪ Implementation and Scaling of Scrum</li> </ul> <p><b>Project: Corporate Project with Scrum</b></p> <p>After studying the methods of Scrum and learning about the systematic development approach, this course offers the opportunity to transfer the learned contents to practice. Choosing a real project or task within an organization, the method can be experienced and compared to the theoretical concept.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Process Management with Scrum</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand and explain the contents of the agile manifest.</li> <li>▪ understand Scrum as a framework for developing, delivering, and sustaining products in a complex environment.</li> <li>▪ describe each of the roles within a Scrum team and explain each item and each step within the Scrum process.</li> <li>▪ handle the refinement process of the product backlog and discuss the interaction within the team and to the outside world during and after a sprint.</li> <li>▪ understand the concept of user stories and apply the method to simple cases.</li> <li>▪ understand and describe possibilities for the scaling of Scrum.</li> </ul> <p><b>Project: Corporate Project with Scrum</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand Scrum and its roles within the context of a corporate organization.</li> <li>▪ explain the elements and processes of Scrum in detail and out of practical experience.</li> <li>▪ create user stories, refine the product backlog and select items for a sprint.</li> <li>▪ collaborate in the daily scrum and apply the little tools within the development team.</li> <li>▪ discuss critically the benefits and limitations of the Scrum framework.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other moduls in the field of Project Management</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Business &amp; Management field</p>

## Process Management with Scrum

Course Code: DLMPREEPMS01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Within the broad field of project management, Scrum falls into the category of agile methods. As such, Scrum is more of a process management framework than a project management method. In this course the Scrum framework will be described and discussed in detail. The Agile Manifesto will be introduced, and the basic idea of iterative and incremental development will be discussed, leading up to the methodology of Scrum. A thorough review will be done on the different roles within the Scrum team. The terms product backlog, refinement and increment are defined and explained. As core feature of Scrum, the execution of sprints and daily scrums will be detailed. For the practical application of Scrum, the handling of requirements and creation of user stories will be introduced. The student also gets to know the little tools for communication and task-tracking used within development teams. Furthermore, the student will learn when and how a Scrum process should be implemented and what kind of benefits and risks can be expected from it.

### Course Outcomes

On successful completion, students will be able to

- understand and explain the contents of the agile manifest.
- understand Scrum as a framework for developing, delivering, and sustaining products in a complex environment.
- describe each of the roles within a Scrum team and explain each item and each step within the Scrum process.
- handle the refinement process of the product backlog and discuss the interaction within the team and to the outside world during and after a sprint.
- understand the concept of user stories and apply the method to simple cases.
- understand and describe possibilities for the scaling of Scrum.

### Contents

1. Scrum Origin, Basic Idea and Fields of Application
  - 1.1 The Birth of Scrum – How and Why it All Began
  - 1.2 The Agile Manifesto and a Change in Perspective
  - 1.3 The Approach of Iterative and Incremental Development
  - 1.4 Defining Fields for Scrum and Fields for Not Scrum

2. Scrum Roles
  - 2.1 The Development Team
  - 2.2 The Product Owner
  - 2.3 The Scrum Master
  - 2.4 The Customer Involvement
  - 2.5 The Organization
3. Product Backlog and Sprint Planning
  - 3.1 Principles of a Product Backlog
  - 3.2 Refinement Process
  - 3.3 Definition of Ready
  - 3.4 Determining Capacity
  - 3.5 Selecting Items and Defining the Sprint Goal
4. Executing the Scrum Process
  - 4.1 The Scrum Process
  - 4.2 Sprint Cycle
  - 4.3 Daily Scrum
  - 4.4 Sprint Review
  - 4.5 Sprint Retrospective
5. Helpful Tools
  - 5.1 Requirements and User Stories
  - 5.2 Planning Poker
  - 5.3 Communication Tools (e. g. Task Board)
  - 5.4 Tracking Tools (e. g. Burn-down Chart)
  - 5.5 Available Software Tools
6. Implementation and Scaling of Scrum
  - 6.1 Implementation of Scrum in a Company
  - 6.2 Chances, Risks, and Limitations of Scrum
  - 6.3 Scrum of Scrums
  - 6.4 The Nexus Framework for Scaling Scrum
  - 6.5 Other Approaches



**Literature****Compulsory Reading****Further Reading**

- Anon. (2001): Manifesto for Agile Software Development. (URL: <https://agilemanifesto.org> [Retrieved: 20.03.2021]).
- Ockerman, S./ Reindl, S. (2019): Mastering Professional Scrum: Coaches' Notes for Busting Myths, Solving Challenges, and Growing Agility. Addison Wesley Longman, Boston.
- Rubin, K. S. (2013): Essential Scrum: A Practical Guide to the Most Popular Agile Process. Addison-Wesley Professional, Boston.
- Schwaber, K. / Sutherland, J. V. (2012): Software in 30 days: How Agile Managers Beat the Odds, Delight their Customers and Leave Competitors in the Dust. Wiley, New Jersey.
- Sutherland, J. (2015): Scrum: The art of Doing Twice the Work in Half the Time. Random House UK, London.
- Verheyen, G. (2019): Scrum: A Pocket Guide: a Smart Travel Companion. 2nd edition, Van Haren Publishing, VW 's-Hertogenbosch.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Corporate Project with Scrum

Course Code: DLMPREEPMS02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	DLMPREEPMS01

### Course Description

The course „Project: Corporate Project with Scrum” is building on the basic knowledge of the Scrum Framework acquired in the previous course. The theoretical foundations of Scrum can be applied within a real company environment. The student experiences the advantages of agile work and can reflect on the Scrum roles in practice. The student is also confronted with the hurdles that arise in applying the methodology in a real situation and can experiment with own approaches to solutions.

### Course Outcomes

On successful completion, students will be able to

- understand Scrum and its roles within the context of a corporate organization.
- explain the elements and processes of Scrum in detail and out of practical experience.
- create user stories, refine the product backlog and select items for a sprint.
- collaborate in the daily scrum and apply the little tools within the development team.
- discuss critically the benefits and limitations of the Scrum framework.

### Contents

- The course „Project: Corporate Project with Scrum” is building on the basic knowledge of the Scrum Framework acquired in the previous course and on the general knowledge of management know-how and classical project management acquired during the previous semesters. Based on a real task to be resolved within an organization (commercial enterprise, public administration, or the like), the students can gain practical experience working with agile methods utilizing the Scrum Framework.
- The students will reflect critically on the similarities and differences they observed and, if applicable, also compare the experienced agile methods with classical methods of project management. To meet scientific criteria, a literature search and a thorough comparison of the scientific and methodological foundation to the practical aspects experienced in the project is strongly encouraged and supported. The business aspect (costs, gain, time, quality, strategic relevance, etc.) of the project should be recognized and analyzed based on scientific methods. The students will demonstrate their ability to combine specialist knowledge and transfer of this knowledge to a specific project in a professional environment. They will also critically reflect on the experienced own work with Scrum, as well as on the theoretical concept of the Scrum Framework itself.

**Literature****Compulsory Reading****Further Reading**

- Anon. (2001): Manifesto for Agile Software Development. (URL: <https://agilemanifesto.org> [Retrieved: 20.03.2021]).
- Ockerman, S./ Reindl, S. (2019): Mastering Professional Scrum: Coaches' Notes for Busting Myths, Solving Challenges, and Growing Agility. Addison Wesley Longman, Boston.
- Rubin, K. S. (2013): Essential Scrum: A Practical Guide to the Most Popular Agile Process. Addison-Wesley Professional, Boston.
- Schwaber, K. / Sutherland, J. V. (2012): Software in 30 days: How Agile Managers Beat the Odds, Delight their Customers and Leave Competitors in the Dust. Wiley, New Jersey.
- Sutherland, J. (2015): Scrum: The art of Doing Twice the Work in Half the Time. Random House UK, London.
- Verheyen, G. (2019): Scrum: A Pocket Guide: a Smart Travel Companion. 2nd edition, Van Haren Publishing, VW 's-Hertogenbosch.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

DLMPREEPMS02

## Project Management with PRINCE2®

Module Code: DLMPREEMPR

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> <ul style="list-style-type: none"> <li>▪ DLMPREEMPR01</li> <li>▪ none</li> </ul>	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Margit Sarstedt (Project Management with PRINCE2®) / Prof. Dr. Margit Sarstedt (Project: Corporate Project with PRINCE2®)

### Contributing Courses to Module

- Project Management with PRINCE2® (DLMPREEMPR01)
- Project: Corporate Project with PRINCE2® (DLMPREEMPR02)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Project Management with PRINCE2®

- Study Format "Distance Learning": Written Assessment: Case Study

##### Project: Corporate Project with PRINCE2®

- Study Format "Distance Learning": Written Assessment: Project Report

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Project Management with PRINCE2®</b></p> <ul style="list-style-type: none"> <li>▪ Introduction to the PRINCE2® Method</li> <li>▪ The Seven Themes</li> <li>▪ The Seven Processes</li> <li>▪ Creation of Results</li> <li>▪ Tailoring</li> <li>▪ PRINCE2® Agile</li> </ul> <p><b>Project: Corporate Project with PRINCE2®</b></p> <p>After studying the methods of the structured project management approach of PRINCE2®, this course offers the opportunity to transfer the learned contents to practice. Choosing a real project or task within an organization, the method can be experienced and compared to the theoretical concept.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Project Management with PRINCE2®</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand and explain the contents of the PRINCE2® framework.</li> <li>▪ explain the seven Principles, seven Themes, seven Processes and Tailoring of the project environment.</li> <li>▪ describe each of the roles within a PRINCE2® management team.</li> <li>▪ explain, how the stages are connected by the defined processes.</li> <li>▪ define reporting cycles according to the PRINCE2® guidelines.</li> <li>▪ understand and describe how PRINCE2® can be combined with other project management methods and what additional options PRINCE2® Agile is offering.</li> </ul> <p><b>Project: Corporate Project with PRINCE2®</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand PRINCE2® and its principles within the context of a corporate organization.</li> <li>▪ explain the PRINCE2® Project Management structure as well as the themes and processes of PRINCE2® in detail and out of practical experience.</li> <li>▪ set up a Project Management Team with its associated roles.</li> <li>▪ start and initiate a project and plan a project stage.</li> <li>▪ work with and create management products and specialized products.</li> <li>▪ discuss critically the benefits and limitations of the PRINCE2® framework.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Project Management</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Business &amp; Management field</p>



## Project Management with PRINCE2®

Course Code: DLMPREEMPR01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Within the broad field of project management methods, the original PRINCE2® method falls into the category of classical (non-agile) methods. It is one of the leading classical project management methods. PRINCE2® is process-oriented and primarily concerned with the actions of the project management team, putting emphasis on the management aspect of a project rather than the execution side. In this course the PRINCE2® framework will be systematically described and discussed in detail. A thorough review will be done on the seven Principles, the seven Themes, the seven Processes, and on Tailoring of the project to the environment. This will be put in relation to the defined roles within the PRINCE2® project management team structure. In this course, in addition to the actions and processes handled by the project management team, the work of the task managers will be reviewed, some of the most important tools for execution of tasks will be introduced and a possible combination with the PMBOK from the PMI will be discussed. The student will learn about the well-structured interaction between project management level and project execution level including the reporting cycles. At the end of the course an outlook on the features of PRINCE2® Agile will be given. The student will gain a thorough understanding of the advantages and disadvantages of the PRINCE2® method and its derivatives.

### Course Outcomes

On successful completion, students will be able to

- understand and explain the contents of the PRINCE2® framework.
- explain the seven Principles, seven Themes, seven Processes and Tailoring of the project environment.
- describe each of the roles within a PRINCE2® management team.
- explain, how the stages are connected by the defined processes.
- define reporting cycles according to the PRINCE2® guidelines.
- understand and describe how PRINCE2® can be combined with other project management methods and what additional options PRINCE2® Agile is offering.

**Contents**

1. Introduction to the PRINCE2® Method
  - 1.1 History of PRINCE2®
  - 1.2 Project Definition
  - 1.3 The Seven Principles
  - 1.4 The Project Management Team – Structure and Roles
  - 1.5 Management Products and Specialist Products
  
2. The Seven Themes
  - 2.1 Introduction to Themes
  - 2.2 Business Case
  - 2.3 Organization
  - 2.4 Quality
  - 2.5 Plans
  - 2.6 Risk
  - 2.7 Change
  - 2.8 Progress
  
3. The Seven Processes
  - 3.1 Overview and Interaction of the Processes
  - 3.2 Starting up a Project
  - 3.3 Initiating a Project
  - 3.4 Directing a Project
  - 3.5 Controlling a Stage
  - 3.6 Managing Product Delivery
  - 3.7 Managing Stage Boundaries
  - 3.8 Closing a Project
  
4. Creation of Results
  - 4.1 Creation of Management Products
  - 4.2 Creation of Specialist Products
  
5. Tailoring
  - 5.1 Tailoring of PRINCE2® to the Organization
  - 5.2 Scaling of PRINCE2® by Combining Roles
  - 5.3 Combining PRINCE2® with other Project Management Methods

6. PRINCE2® Agile
  - 6.1 Goal of PRINCE2® Agile
  - 6.2 Overview of PRINCE2® Agile
  - 6.3 Similarities and Differences to the Original PRINCE2®

## Literature

### Compulsory Reading

#### Further Reading

- AXELOS Limited (2017): Managing Successful Projects with Prince2. TSO, London.
- Bentley, C. (2019): The Concise PRINCE2®: Principles and Essential Themes. 3rd ed., IT Governance Publishing, Cambridgeshire.
- Cooke, J. L. (2016): PRINCE2 Agile An Implementation Pocket Guide: Step-by-Step Advice for Every Project Type. IT GOVERNANCE PUBLISHING, New York.
- International Conference on Electronics, Computers and Artificial Intelligence; Universitatea din Pitești; Institute of Electrical and Electronics Engineers; IEEE Industry Applications Society; ECAI (2017). Proceedings of the 9th International Conference on Electronics, Computers and Artificial Intelligence - ECAI-2017: 29 June - 01 July 2017, IEEE: New Jersey.
- Mathis, B. (2014): Prince2 for Beginners: Prince2 Study Guide for certification & project management. N.p.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Corporate Project with PRINCE2®

Course Code: DLMPREEMPR02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	DLMPREEMPR01

### Course Description

The course „Project: Corporate Project with PRINCE2®“ is building on the basic knowledge of the PRINCE2® framework acquired in the previous course. The studied theoretical concept can be applied within a real company environment. The student experiences the advantages of project management in stages and can reflect on the relation between project management and task execution. The student is also confronted with the hurdles that arise in applying the methodology in a real situation and can experiment with own approaches to solutions.

### Course Outcomes

On successful completion, students will be able to

- understand PRINCE2® and its principles within the context of a corporate organization.
- explain the PRINCE2® Project Management structure as well as the themes and processes of PRINCE2® in detail and out of practical experience.
- set up a Project Management Team with its associated roles.
- start and initiate a project and plan a project stage.
- work with and create management products and specialized products.
- discuss critically the benefits and limitations of the PRINCE2® framework.

### Contents

- The course „Project: Corporate Project with PRINCE2®“ is building on the basic knowledge of the PRINCE2® framework acquired in the previous course and on the general knowledge of management know-how and classical project management acquired during the previous semesters. Based on a real task to be resolved within an organization (commercial enterprise, public administration, or the like), the students can gain practical experience in setting up a project management team according to PRINCE2®.
- The students will reflect critically on the similarities and differences they observed, and, if applicable, also compare the experienced classical methods with agile methods of project management. To meet scientific criteria, a literature search and a thorough comparison of the scientific and methodological foundation to the practical aspects experienced in the project is strongly encouraged and supported. The business aspect (costs, gain, time, quality, strategic relevance, etc.) of the project should be recognized and analyzed based on scientific methods. The students will demonstrate their ability to combine specialist

knowledge and transfer of this knowledge to a specific project in a professional environment. They will also critically reflect on the experienced own work with PRINCE2®, as well as on the theoretical concept of the PRINCE2® framework itself.

### Literature

#### Compulsory Reading

#### Further Reading

- AXELOS Limited (2017): Managing Successful Projects with Prince2. TSO, London.
- Bentley, C. (2019): The Concise PRINCE2®: Principles and Essential Themes. 3rd ed., IT Governance Publishing, Cambridgeshire.
- Cooke, J. L. (2016): PRINCE2 Agile An Implementation Pocket Guide: Step-by-Step Advice for Every Project Type. IT GOVERNANCE PUBLISHING, New York.
- International Conference on Electronics, Computers and Artificial Intelligence; Universitatea din Pitești; Institute of Electrical and Electronics Engineers; IEEE Industry Applications Society; ECAI (2017). Proceedings of the 9th International Conference on Electronics, Computers and Artificial Intelligence - ECAI-2017: 29 June - 01 July 2017, IEEE: New Jersey.
- Mathis, B. (2014): Prince2 for Beginners: Prince2 Study Guide for certification & project management. N.p.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

DLMPREEMPR02



## Big Data Applications

Module Code: DLMITEBDA

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> none	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Max Pumperla (Big Data Technologies) / Dr. Hamzeh Alavirad (Data Utilization)

### Contributing Courses to Module

- Big Data Technologies (DLMDSBDT01)
- Data Utilization (DLMBBD01)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Big Data Technologies

- Study Format "myStudies": Oral Assignment
- Study Format "Distance Learning": Oral Assignment

##### Data Utilization

- Study Format "Distance Learning": Exam, 90 Minutes

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Big Data Technologies</b></p> <ul style="list-style-type: none"> <li>▪ Data types and data sources</li> <li>▪ Databases</li> <li>▪ Modern storage frameworks</li> <li>▪ Data formats</li> <li>▪ Distributed computing</li> </ul> <p><b>Data Utilization</b></p> <ul style="list-style-type: none"> <li>▪ Pattern recognition</li> <li>▪ Natural language processing</li> <li>▪ Image recognition</li> <li>▪ Detection and sensing</li> <li>▪ Problem-solving</li> <li>▪ Decision-making</li> </ul>	
<p><b>Learning Outcomes</b></p> <p><b>Big Data Technologies</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ identify different types and sources of data.</li> <li>▪ understand different database concepts.</li> <li>▪ learn to build new database structures.</li> <li>▪ evaluate various data storage frameworks w.r.t. project requirements.</li> <li>▪ analyze which data format to use for a given project.</li> <li>▪ understand what roles you could take in such projects.</li> <li>▪ create a distributed computing environment for a given project.</li> <li>▪ understand the ethical impact of big data technology choices.</li> </ul> <p><b>Data Utilization</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand how identity, similarity, and diversity of data can be utilized in problem-solving approaches.</li> <li>▪ differentiate between complicated and complex systems of investigation.</li> <li>▪ identify the variability of a problem under investigation.</li> <li>▪ distinguish between invariant and dynamic features of an investigated system.</li> <li>▪ synthesize gained insights to propose a reliable data analytics solution.</li> <li>▪ apply different approaches for acquiring and using a knowledge management system.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Data Science &amp; Artificial Intelligence</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programmes in the IT &amp; Technology field</p>

# Big Data Technologies

Course Code: DLMDSBDT01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Data are often considered the “new oil”, the raw material from which value is created. To harness the power of data, the data need to be stored and processed on a technical level. This course introduces the four “Vs” of data, as well as typical data sources and types. This course then discusses how data are stored in databases. Particular focus is given to database structures and different types of databases, e.g., relational, noSQL, NewSQL, and time-series. Beyond classical and modern databases, this course covers a wide range of storage frameworks such as distributed filesystems, streaming, and query frameworks. This is complemented by a detailed discussion of data storage formats ranging from classical approaches such as CSV and HDF5 to more modern approaches like Apache Arrow and Parquet. Finally, this course gives an overview of distributed computing environments based on local clusters, cloud computing facilities, and container-based approaches.

## Course Outcomes

On successful completion, students will be able to

- identify different types and sources of data.
- understand different database concepts.
- learn to build new database structures.
- evaluate various data storage frameworks w.r.t. project requirements.
- analyze which data format to use for a given project.
- understand what roles you could take in such projects.
- create a distributed computing environment for a given project.
- understand the ethical impact of big data technology choices.

## Contents

1. Data Types and Data Sources
  - 1.1 The 4Vs of data: volume, velocity, variety, veracity
  - 1.2 Data sources
  - 1.3 Data types

2. Databases
  - 2.1 Database structures
  - 2.2 Introduction to SQL
  - 2.3 Relational databases
  - 2.4 nonSQL, NewSQL databases
  - 2.5 Timeseries DB
3. Modern data storage frameworks
  - 3.1 Distributed Filesystems
  - 3.2 Streaming frameworks
  - 3.3 Query frameworks
4. Data formats
  - 4.1 Traditional data exchange formats
  - 4.2 Apache Arrow
  - 4.3 Apache Parquet
5. Distributed Computing
  - 5.1 Cluster-based approaches
  - 5.2 Containers
  - 5.3 Cloud-based approaches

**Literature****Compulsory Reading****Further Reading**

- Date, C. J. (2003). An introduction to database systems. Pearson.
- Kleppmann, M. (2017). Designing data-intensive applications. O'Reilly.
- Wiese, L. (2015). Advanced data management. De Gruyter.

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Data Utilization

Course Code: DLMBBD01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

The course Data Utilization introduces case-based applications that take advantage of regularities and patterns found within continuously generated texts, images, or sensor data. The cases solve issues of pattern recognition, natural language processing, image recognition, detection and sensing, problem-solving, and decision support. The cases are related to the application fields of cybersecurity, linguistics, augmented reality, intelligent transportation, problem-solving, and decision support.

### Course Outcomes

On successful completion, students will be able to

- understand how identity, similarity, and diversity of data can be utilized in problem-solving approaches.
- differentiate between complicated and complex systems of investigation.
- identify the variability of a problem under investigation.
- distinguish between invariant and dynamic features of an investigated system.
- synthesize gained insights to propose a reliable data analytics solution.
- apply different approaches for acquiring and using a knowledge management system.

### Contents

1. Introduction
  - 1.1 The Meaning of Identity, Similarity, and Diversity
  - 1.2 Data Patterns and Ontologies
2. Pattern Recognition
  - 2.1 Analysis of User Interaction, Attitude, and Behavior
  - 2.2 Predictive Analytics
  - 2.3 Preventing the Unknown: User Behavior Analytics in Cybersecurity
3. Natural Language Processing
  - 3.1 Concepts of Natural Language
  - 3.2 Speech Recognition and Acoustic Modeling
  - 3.3 Discerning the Meaning: Linguistics and Social Media

4. Image Recognition
  - 4.1 Basics of Image Representation
  - 4.2 Integral Transforms and Compression
  - 4.3 Exploiting the Visual: Image Recognition for Augmented Reality
5. Detection and Sensing
  - 5.1 Sensor Construction and Techniques
  - 5.2 Intelligent Agents and Surveillance
  - 5.3 Managing the Complex: Sensor Networks in Intelligent Transportation Systems
6. Problem-solving
  - 6.1 Knowledge Sharing and the Cloud
  - 6.2 Rule-based Systems
  - 6.3 Learning from Nature: Expert Systems in Business
7. Decision Support
  - 7.1 Invariants, Determinants, and Alternatives in Decision-making
  - 7.2 Correlation and Causality in Strategic Decision-making
  - 7.3 Approaching the Crossroads: Dashboards and Visualization
8. Data Security and Data Protection
  - 8.1 Securing Data Storage and Processing Infrastructure Against Unauthorized Access
  - 8.2 Compliance and Regulations, GDPR

### Literature

#### Compulsory Reading

#### Further Reading

- Bajcsy, P., Chalfoun, J., & Simon, M. (2017). Web microanalysis of big image data. Berlin:Springer. (Database: ProQuest).
- Delen, D. (2015). Real-world data mining: Applied business analytics and decision making. NewYork, NY: Pearson.
- Farzindar, A., Inkpen, D., & Hirst, G. (2017). Natural language processing for social media (2nd ed.).San Rafael, CA: Morgan & Claypool Publishers. (Database: ProQuest).
- Hsu, H., Chang, C., & Hsu, C. (Eds.). (2017). Big data analytics for sensor-network collectedintelligence. Cambridge, MA: Academic Press. (Database: ProQuest).
- Pearl, J., & Mackenzie, D. (2018). The book of why: The new science of cause and effect. New York,NY: Basic Books.



**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMBBD01

## Data Science and Analytics

Module Code: DLMBDSA

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Ulrich Kerzel (Data Science) / Prof. Dr. Jöran Pieper (Analytical Software and Frameworks)

### Contributing Courses to Module

- Data Science (DLMBDSA01)
- Analytical Software and Frameworks (DLMBDSA02)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Data Science

- Study Format "myStudies": Exam, 90 Minutes
- Study Format "Distance Learning": Exam, 90 Minutes

##### Analytical Software and Frameworks

- Study Format "Distance Learning": Written Assessment: Written Assignment

### Weight of Module

see curriculum

**Module Contents****Data Science**

- Introduction to data science
- Use cases and performance evaluation
- Pre-processing of data
- Processing of data
- Selected mathematical techniques
- Selected artificial intelligence techniques

**Analytical Software and Frameworks**

- Introduction to analytical software and frameworks
- Data storage
- Statistical modeling
- Machine learning
- Cloud computing platforms
- Distributed computing
- Database technologies

**Learning Outcomes****Data Science**

On successful completion, students will be able to

- identify use cases and evaluate the performance of data-driven approaches.
- understand how domain specific knowledge for a particular application context is required to identify objectives and value propositions for data science use cases.
- appreciate the role and necessity for business-centric model evaluation apposite to the respective area of application.
- comprehend how data are pre-processed in preparation for analysis.
- develop typologies for data and ontologies for knowledge representation.
- decide for appropriate mathematical algorithms to utilize data analysis for a given task.
- understand the value, applicability, and limitations of artificial intelligence for data analysis.

**Analytical Software and Frameworks**

On successful completion, students will be able to

- comprehend how cloud computing and distributed computing support the field of data analytics.
- understand in-memory database technologies for real-time analytics.
- apply advanced statistics and machine learning solutions to solve data analysis problems.
- compare the capabilities and limitations of the presented software solutions.
- understand how to identify the right technological solution for a specific application domain.

**Links to other Modules within the Study Program**

This module is similar to other modules in the field(s) of Data Science & Artificial Intelligence

**Links to other Study Programs of the University**

All Master Programmes in the IT & Technology field(s)

## Data Science

Course Code: DLMBDSA01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

The course provides the framework to create value from data. After an introduction the course covers how to identify suitable use cases and evaluate the performance of data-driven methods. In an interdisciplinary approach, the requirements from a specific application domain need to be understood and transferred to the technological understanding to identify the objectives and value proposition of a Data Science project. The course covers techniques for the technical processing of data and then introduces advanced mathematical techniques and selected methods from artificial intelligence that are used to analyze data and make predictions.

### Course Outcomes

On successful completion, students will be able to

- identify use cases and evaluate the performance of data-driven approaches.
- understand how domain specific knowledge for a particular application context is required to identify objectives and value propositions for data science use cases.
- appreciate the role and necessity for business-centric model evaluation apposite to the respective area of application.
- comprehend how data are pre-processed in preparation for analysis.
- develop typologies for data and ontologies for knowledge representation.
- decide for appropriate mathematical algorithms to utilize data analysis for a given task.
- understand the value, applicability, and limitations of artificial intelligence for data analysis.

**Contents**

1. Introduction to Data Science
  - 1.1 Overview of Data Science
  - 1.2 Terms and Definitions
  - 1.3 Applications & Notable Examples
  - 1.4 Sources of Data
  - 1.5 Structured, Unstructured, Streaming
  - 1.6 Typical Data Sources and their Data Type
  - 1.7 The 4 V's of Data: Volume, Variety, Velocity, Veracity
  - 1.8 Introduction to Probability Theory
  - 1.9 What Are Probabilities and Probability Distributions
  - 1.10 Introduction to Bayesian Statistics
  - 1.11 Relation to Data Science: Prediction as a Probability
2. Use Cases and Performance Evaluation
  - 2.1 Identification of Use Cases for Data Science
  - 2.2 Identifying Data Science Use Cases
  - 2.3 From Prediction to Decision: Generating Value from Data Science
  - 2.4 Evaluation of Predictions
  - 2.5 Overview of Relevant Metrics
  - 2.6 Business-centric Evaluation: the Role of KPIs
  - 2.7 Cognitive Biases and Decision-making Fallacies
3. Pre-processing of Data
  - 3.1 Transmission of Data
  - 3.2 Data Quality and Cleansing of Data
  - 3.3 Transformation of Data (Normalization, Aggregation)
  - 3.4 Reduction of Data Dimensionality
  - 3.5 Data Visualisation
4. Processing of Data
  - 4.1 Stages of Data Processing
  - 4.2 Methods and Types of Data Processing
  - 4.3 Output Formats of Processed Data

5. Selected Mathematical Techniques
  - 5.1 Linear Regression
  - 5.2 Principal Component Analysis
  - 5.3 Clustering
  - 5.4 Time-series Forecasting
  - 5.5 Overview of Further Approaches
  
6. Selected Artificial Intelligence Techniques
  - 6.1 Support Vector Machines
  - 6.2 Neural Networks and Deep Learning
  - 6.3 Feed-forward Networks
  - 6.4 Recurrent Networks and Memory Cells
  - 6.5 Convolutional Networks
  - 6.6 Reinforcement Learning
  - 6.7 Overview of Further Approaches

### Literature

#### Compulsory Reading

#### Further Reading

- Akerar, R., & Sajja, P.S. (2016). Intelligent techniques for data science. Cham: Springer.
- Bruce, A., & Bruce, P. (2017). Practical statistics for data scientists: 50 essential concepts. Newton, MA: O'Reilly Publishers.
- Fawcett, T. & Provost, F. (2013). Data science for business: What you need to know about data mining and data-analytic thinking. Newton, MA: O'Reilly Media.
- Hodeghatta, U. R., & Nayak, U. (2017). Business analytics using R – A practical approach. Berkeley, CA: Apress Publishing. (Database: ProQuest).
- Liebowitz, J. (2014). Business analytics: An introduction. Boca Raton, FL: Auerbach Publications. (Available online).
- Runkler, T. A. (2012). Data analytics: Models and algorithms for intelligent data analysis. Wiesbaden: Springer Vieweg.
- Skiena, S. S. (2017). The data science design manual. Cham: Springer.



**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

# Analytical Software and Frameworks

Course Code: DLMBDSA02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	DLMBDSA01

## Course Description

Analytical Software and Frameworks provides insight into contemporary software and platforms solutions for data analytics in business. The course introduces relevant frameworks and software used in modern data science projects. Commercial and open-source for cloud computing, distributed computing and machine learning, as well as a commercial development platform for in-memory database analytics, are covered. Additional software solutions may be covered by the lecturer as convenient. In particular in the written assignment, students are required to apply their technological knowledge to a specific scenario which requires interdisciplinary thinking of how to merge the particularities of a given application domain with the technological options.

## Course Outcomes

On successful completion, students will be able to

- comprehend how cloud computing and distributed computing support the field of data analytics.
- understand in-memory database technologies for real-time analytics.
- apply advanced statistics and machine learning solutions to solve data analysis problems.
- compare the capabilities and limitations of the presented software solutions.
- understand how to identify the right technological solution for a specific application domain.

## Contents

1. Introduction
  - 1.1 Software Systems
  - 1.2 Frameworks
  - 1.3 Distributed Computing
  - 1.4 Databases and Data Warehousing
2. Data Storage
  - 2.1 Data Clustering
  - 2.2 Data Replication
  - 2.3 Data Indexing
  - 2.4 Data Warehousing

3. Statistical Modeling Frameworks
  - 3.1 The R Project for Statistical Computing
  - 3.2 The Python Ecosystem
4. Machine Learning & Artificial Intelligence
  - 4.1 Overview of Modern Machine Learning Frameworks
  - 4.2 Introduction to TensorFlow & Keras
5. Cloud Computing Platforms & On-Premise Solutions
  - 5.1 Advantages and Disadvantages of Cloud, On-premise, and Edge Solutions
  - 5.2 Overview of Cloud Computing Solutions
6. Distributed Computing
  - 6.1 Overview of Distributed Computing Approaches
  - 6.2 Overview of Streaming Approaches
  - 6.3 Other Solutions
7. Database Technologies
  - 7.1 Overview of Database Approaches
    - 7.1.1 Row-based versus Column-based
    - 7.1.2 In Memory DB
    - 7.1.3 Relational DB versus noSQL
    - 7.1.4 Timeseries DB
  - 7.2 Overview of Database Implementations

**Literature****Compulsory Reading****Further Reading**

- Elmasri, R., & Navathe, S. (2010). *Fundamentals of database systems*. Boston, MA: Addison-Wesley Publishing Co.
- EMC Education Services (Ed.). (2012). *Information storage and management: Storing, managing, and protecting digital information in classic, virtualized, and cloud environments* (2nd ed.). Indianapolis, IN: Wiley.
- Fayad, M., Schmidt, D., & Johnson, R. (1999). *Building application frameworks: Object-oriented foundations of framework design* (1st ed., Ch. 1 & 2). New York, NY: Wiley.
- Haslwanter, T. (2016). *An introduction to statistics with Python*. (pp. 5–42, 237–14). Switzerland: Springer.
- Hugos, M. H., & Hulitzky, D. (2010). *Business in the cloud: What every business needs to know about cloud computing*. Hoboken, NJ: John Wiley & Sons.
- Jackson, J. C., Vijayakumar, V., Quadir, M. A., & Bharathi, C. (2015). Survey on programming models and environments for cluster, cloud, and grid computing that defends big data. *Procedia Computer Science*, 50, 517–523.
- Jukic, N., Vrbsky, S., & Nestorov, S. (2016). *Database systems: Introduction to databases and data warehouses*. Burlington, VT: Prospect Press.
- Lander, J. P. (2017). *R for everyone: Advanced analytics and graphics*. 2nd ed. Boston, MA: Addison-Wesley Professional.
- Loo, A. W. (Ed.). (2012). *Distributed computing innovations for business, engineering, and science*. Hershey, PA: IGI Global.
- Özsu, M. T., & Valduriez, P. (2011). *Principles of distributed database systems*. New York, NY: Springer Science & Business Media.
- Poulton, N. (2015). *Data storage networking: Real world skills for the CompTIA storage + certification and beyond* (1st ed.). Indianapolis, IN: Wiley.
- Rehman, T. B. (2018). *Cloud computing basics*. Sterling, VA: Stylus Publishing, LLC.
- Unpingco, J. (2016). *Python for probability, statistics, and machine learning*. (Ch. 4). Cham: Springer.
- Walkowiak, S. (2016). *Big data analytics with R: Utilize R to uncover hidden patterns in your big data*. Birmingham: Packt Publishing.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Business Analyst

Module Code: DLMDSEBA

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> <ul style="list-style-type: none"> <li>▪ DLMDSEBA01</li> <li>▪ none</li> </ul>	<b>Study Level</b> MA	<b>CP</b> 10	<b>Student Workload</b> 300 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Prof. Dr. Silke Vaas (Business Intelligence I) / Prof. Dr. Peter Poensgen (Project: Business Intelligence)

### Contributing Courses to Module

- Business Intelligence I (DLMDSEBA01)
- Project: Business Intelligence (DLMDSEBA02)

### Module Exam Type

<b>Module Exam</b>	<b>Split Exam</b> <u>Business Intelligence I</u> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Written Assessment: Case Study</li> </ul> <u>Project: Business Intelligence</u> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Portfolio</li> </ul>
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### Weight of Module

see curriculum

**Module Contents****Business Intelligence I**

- Data acquisition and dissemination
- Data warehouse and multidimensional modeling
- Analytical systems
- Future Business Intelligence Application Areas

**Project: Business Intelligence**

Implementation of a business intelligence use case.

**Learning Outcomes****Business Intelligence I**

On successful completion, students will be able to

- understand the motivations and use cases for, as well as fundamentals of, business intelligence.
- explain relevant types of data.
- know and disambiguate techniques and methods for modeling and dissemination of data.
- expound upon the techniques and methods for the generation and storage of information.
- select apposite business intelligence methods for given requirements.
- explain current and future business intelligence application areas.

**Project: Business Intelligence**

On successful completion, students will be able to

- transfer knowledge of business intelligence methodology to real-world use cases.
- analyze the suitability of different approaches with respect to the project task.
- critically reason about relevant design choices.
- make apposite architectural choices.
- formulate and implement a business intelligence use case.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Computer Science & Software Development and Data Science & Artificial Intelligence

**Links to other Study Programs of the University**

All Master Programs in the IT & Technology fields



# Business Intelligence I

Course Code: DLMDSEBA01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Business Intelligence is about the generation of information based on operational data. It is used to enable goal-oriented management practices as well as the optimization of relevant business activities. This course introduces and discusses techniques, methods, and models for data provisioning and the generation, analysis, and dissemination of information.

## Course Outcomes

On successful completion, students will be able to

- understand the motivations and use cases for, as well as fundamentals of, business intelligence.
- explain relevant types of data.
- know and disambiguate techniques and methods for modeling and dissemination of data.
- expound upon the techniques and methods for the generation and storage of information.
- select apposite business intelligence methods for given requirements.
- explain current and future business intelligence application areas.

## Contents

1. Motivation and Introduction
  - 1.1 Motivation and historical development of the field
  - 1.2 Business intelligence as a framework
2. Data Provisioning
  - 2.1 Operative and dispositive systems
  - 2.2 The data warehouse concept
  - 2.3 Architecture variants
3. Data Warehouse
  - 3.1 The ETL-Process
  - 3.2 DWH and Data-Mart concepts
  - 3.3 ODS and meta-data

4. Modeling Multidimensional Dataspaces
  - 4.1 Data modeling
  - 4.2 OLAP-Cubes
  - 4.3 Physical storage concepts
  - 4.4 Star-Schema and Snowflake-Schema
  - 4.5 Historization
5. Analytical Systems
  - 5.1 Freeform data analysis and OLAP
  - 5.2 Reporting systems
  - 5.3 Model-based analytical systems
  - 5.4 Concept-oriented systems
6. Distribution and Access
  - 6.1 Information distribution
  - 6.2 Information access
7. Current and Future Business Intelligence Application Areas
  - 7.1 Mobile Business Intelligence
  - 7.2 Predictive and Prescriptive Analytics
  - 7.3 Artificial Intelligence
  - 7.4 Agile Business Intelligence

**Literature****Compulsory Reading****Further Reading**

- Grossmann, W., Rinderle-Ma, S. (2015): Fundamentals of Business Intelligence. Berlin/ Heidelberg: Springer.
- Kolb, J. (2013). Business intelligence in plain language: A practical guide to data mining and business analytics. Createspace.
- Sharda, R., Delen, D., & Turban, E. (2014). Business intelligence and analytics: Systems for decision support. Pearson.
- Sharda, R., Delen, D., & Turban, E. (2017). Business intelligence, analytics, and data science: A managerial perspective. Pearson.
- Sherman, R. (2014). Business intelligence guidebook: From data integration to analytics. Morgan Kaufmann.
- Turban, E., Sharda, R., Aronson, J., & King, D. (2010). Business intelligence. A managerial approach (2nd ed.). Prentice Hall.
- Vaisman, A., & Zimányi, E. (2016). Data warehouse systems: Design and implementation. Springer.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Business Intelligence

Course Code: DLMDSEBA02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	DLMDSEBA01

### Course Description

In this course the students will transfer knowledge of business intelligence approaches and methods to the implementation of a real-world business analytical use case. To accomplish this goal, students must look closely at the given task and find an apposite approach by analyzing, evaluating, and comparing different solution strategies and their constituent parts. The found solution then has to be implemented in order to arrive at a running business analytical system.

### Course Outcomes

On successful completion, students will be able to

- transfer knowledge of business intelligence methodology to real-world use cases.
- analyze the suitability of different approaches with respect to the project task.
- critically reason about relevant design choices.
- make apposite architectural choices.
- formulate and implement a business intelligence use case.

### Contents

- This second course in the Business Analyst specialization aims at the practical implementation of a business intelligence project. Students can choose from a list of project topics or contribute their own ideas.

**Literature****Compulsory Reading****Further Reading**

- Kimball, R. (2013). *The data warehouse toolkit: The definitive guide to dimensional modeling* (3rd ed.). Indianapolis, IN: Wiley.
- Linstedt, D., & Olschimke, M. (2015). *Building a scalable data warehouse with Data Vault 2.0*. Waltham, MA: Morgan Kaufmann.
- Provost, F. (2013). *Data science for business: What you need to know about data mining and data-analytic thinking*. Sebastopol, CA: O'Reilly.
- Sherman, R. (2014). *Business intelligence guidebook: From data integration to analytics*. Waltham, MA: Morgan Kaufmann.
- Turban, E., Sharda, R., Delen, D., & King, D. (2010). *Business intelligence. A managerial approach* (2nd ed.). Upper Saddle River, NJ: Prentice Hall.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Portfolio

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

DLMDSEBA02



## Communitymanagement and Online Communication

Module Code: DLMDIMECOC

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Brigitte Huber (Community Management) / Prof. Dr. Brigitte Huber (Seminar: The Dark Side of Online Communication)

### Contributing Courses to Module

- Community Management (DLMMMCM01)
- Seminar: The Dark Side of Online Communication (DLMMMSDSM01)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Community Management

- Study Format "Distance Learning": Oral Assignment

##### Seminar: The Dark Side of Online Communication

- Study Format "Distance Learning": Written Assessment: Research Essay

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Community Management</b></p> <ul style="list-style-type: none"> <li>▪ Basics of Community Management</li> <li>▪ Types of Communities</li> <li>▪ Moderation</li> <li>▪ Social Media Governance</li> <li>▪ Branded Communities</li> <li>▪ Social Media Monitoring</li> </ul> <p><b>Seminar: The Dark Side of Online Communication</b></p> <p>This course deals with the dark side of online communication and examines several risks and critical aspects. Aspects included are, for instance, platform dependency, post-factual communication, or data black boxing.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Community Management</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ define the concept of communities and will also be able to name and distinguish types of communities.</li> <li>▪ name types of communities and classify them in the social media context.</li> <li>▪ understand social media governance.</li> <li>▪ understand and evaluate the influence of communities and be able to derive patterns from this.</li> <li>▪ understand and optimize the moderation processes.</li> <li>▪ deal with and manage conflicts.</li> </ul> <p><b>Seminar: The Dark Side of Online Communication</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ explain how the dark side of online communication could look like.</li> <li>▪ critically examine the chances and particularly the risks of online communication.</li> <li>▪ assess the negative effects of online communication on society.</li> <li>▪ independently conduct research on the dark side of online communication and evaluate current developments.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Online &amp; Social Media Marketing</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>

# Community Management

Course Code: DLMMMCM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Communities are built both on and offline, in social networks or on the company's own platforms, and are aimed at both internal and external target groups. Community Management is defined as the process of building and growing the community as well as facilitating the interaction and dialogue between the participating people and the organization. Challenges are posed by non-verbal communication and the reaction to crises and trolls. By building better customer relationships, collaboratively developing new products, and providing support in times of crisis, companies with good community management develop a real competitive advantage.

## Course Outcomes

On successful completion, students will be able to

- define the concept of communities and will also be able to name and distinguish types of communities.
- name types of communities and classify them in the social media context.
- understand social media governance.
- understand and evaluate the influence of communities and be able to derive patterns from this.
- understand and optimize the moderation processes.
- deal with and manage conflicts.

## Contents

1. Basics of Community Management
  - 1.1 Definiton of a Community
  - 1.2 Definition of Community Management
  - 1.3 The Role of a Community Manager
2. Types of Communities
  - 2.1 Social Media Communities
  - 2.2 On Domain Communities
  - 2.3 Internal vs. External Communities
  - 2.4 Branded Communities
  - 2.5 Support Communities

3. Social Media Governance
  - 3.1 Benefits of Communities
  - 3.2 Benefits of a Social Media and Community Strategy
  - 3.3 Developing a Community Strategy
  - 3.4 Guidelines
4. Digital Communication
  - 4.1 Nonverbal Communication
  - 4.2 Transmitter Receiver Model
5. Moderation
  - 5.1 Empathy
  - 5.2 Emoticons
  - 5.3 Netiquette
  - 5.4 Do's and Don'ts while Moderating Communities
6. Conflict and Crisis Communication
  - 6.1 Definition of a Crisis and Crisis Management
  - 6.2 Social Media Crisis
  - 6.3 Social Media Monitoring
  - 6.4 Conflict and Crisis Communication Strategy
  - 6.5 Reputation Management

**Literature****Compulsory Reading****Further Reading**

- Bacon, J. (2019). *People Powered: How Communities Can Supercharge Your Business, Brand, and Teams*. HarperCollins Focus.
- Jones C.M. & Vogl C.H (2020). *Building Brand Communities: How organizations succeed by creating belonging*. Berret-Koehler Publishers, Oakland.
- Kraut, R. & Resnick P. (2011). *Building Successful Online Communities. Evidence-Based Social Design*. The MIT Press, Massachusetts.
- Millington, R. (2012). *Buzzing Communities. How to Build Bigger, Better, and More Active Communities*. Amazon Distibutions.
- Millington, R. (2018). *The Indispensable Community. Why some brand communities thrive when others perish*. FeverBee.
- Millington, R. (2021). *Build Your Community: How to turn Customers, Members and Audiences into a Powerful Online Community*. Pearson Business, Harlow.
- Spinks D. (2021). *The Business Of Belonging*. Wiley, New Jersey.
- Staal P. & Wagenaar K. (2020). *Organising communities: Identifying Connecting and Facilitating*. Self Published.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Seminar: The Dark Side of Online Communication

Course Code: DLMMMSDSM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Almost everyone uses online communication. Be it WhatsApp for private communication, facebook for professional marketing communication, or Instagram for visual storytelling. However, there is often a lack of consciousness and/or trust when it comes to the use of the data through the platforms. Cambridge Analytica is a prominent example in this case. Online communication is not automatically placed on the sunny side. We have to deal with data black boxing, blurring borders between our digital private and public life, dependency on the algorithms of the Meta universe or fake news. This seminar highlights the dark side of online communication. Aspects like the power of platforms, censorship, abstract algorithms or post-factual communication are critically examined.

### Course Outcomes

On successful completion, students will be able to

- explain how the dark side of online communication could look like.
- critically examine the chances and particularly the risks of online communication.
- assess the negative effects of online communication on society.
- independently conduct research on the dark side of online communication and evaluate current developments.

### Contents

- Gaining a critical view on the field of online communication, helps change or stabilizing a perspective and to deal with the topic in a professional way. Students are supposed to take a critical perspective on online communication, to take a look on current developments and to contextualize the topic scientifically. As the field of online communication is huge, students are supposed to have a general as well as specific view and do research on a subdiscipline of the dark side of online communication. Possible topics are, for example: post-factual communication, the power of platforms, censorship, dependency on algorithms, the impact of big data on communication and perception, or the negative impact on society (e. g. addiction, change of communication for the worse, lack of data consciousness). To start with, a neutral view on online communication and the examination of general characteristics is obligatory. This is the common ground for every argumentation, as no technology is per se good or bad in its quality and a general understanding is necessary to professionally classify online communication as light or dark.

**Literature****Compulsory Reading****Further Reading**

- Acs, Z., Song, A. K., Szerb, L., Audretsch, D. B., Komlósi, E. (2021). The evolution of the global digital platform economy: 1971-2021. *Small Business Economics* 57(4), pp. 1629-1659.
- Boldyreva, E., Grishina, N. Y., Duisembina, Y. (2018). *Cambridge Analytica: Ethics and Online Manipulation With Decision-Making Process*. *The European Proceedings of Social & Behavioral Sciences* 51(1), pp. 91-102.
- Cretu, I.-N. (2021). Characteristics of Online Communication. Advantages and Limitations. *Saeculum* 52(2), pp. 39-44.
- Hameleers, M. (2021). *Populist Disinformation in Fragmented Information Settings. Understanding the Nature and Persuasiveness of Populist and Post-factual Communication*. Routledge.
- Matei, S. A., Russell, M. G., Bertino, E. (2015) (ed.). *Transparency in Social Media. Tools, Methods and Algorithms for Mediating Online Interactions*. Springer.
- Ohlhorst, F. (2013). *Big Data Analytics. Turning Big Data into Big Money*. John Wiley & Sons.



**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Seminar
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Research Essay

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMMMSDSM01

## Social Media Creation

Module Code: DLMDIMESMC

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Anne Kristin Langner (Social Media Creation: Audio, Video/Motion, Text) / Prof. Dr. Anne Kristin Langner (Project: Content Creation)

### Contributing Courses to Module

- Social Media Creation: Audio, Video/Motion, Text (DLMMKSMC01)
- Project: Content Creation (DLMMMPC01)

### Module Exam Type

#### Module Exam

#### Split Exam

Social Media Creation: Audio, Video/Motion, Text

- Study Format "Distance Learning": Oral Assignment

Project: Content Creation

- Study Format "Distance Learning": Oral Project Report

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Social Media Creation: Audio, Video/Motion, Text</b></p> <ul style="list-style-type: none"> <li>▪ Social Media Creation: The Power of Social Media Storytelling</li> <li>▪ Creating Compelling Text Content</li> <li>▪ Strong Visuals and How to Communicate via Associations</li> <li>▪ Video: Mini-Movies for Maximal Emotional Engagement</li> <li>▪ Audio &amp; Podcasts: Next Level Content</li> <li>▪ Online, Offline and Crossmedial Campaigns &amp; Storytelling</li> </ul> <p><b>Project: Content Creation</b></p> <p>This course focuses on the development of a corporate online presence employing different channels while using content creation guidelines in order to create a professional digital experience.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Social Media Creation: Audio, Video/Motion, Text</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ create engaging content for various Social Media use-cases using theoretical frameworks.</li> <li>▪ apply the principles of successful storytelling to all major content categories.</li> <li>▪ create and work with different content formats like text, pictures, video and audio.</li> <li>▪ know and work with the differences between online and offline content creation.</li> </ul> <p><b>Project: Content Creation</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ assess and develop professional corporate online presences.</li> <li>▪ establish and maintain various corporate channels depending on targeted stakeholders and specific goals.</li> <li>▪ implement a structured content management plan to create, publish, and govern an organization's content and data.</li> <li>▪ create performing content for each individual channel.</li> <li>▪ analyze and assess content metrics &amp; performance indicators.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Online &amp; Social Media Marketing</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>

## Social Media Creation: Audio, Video/Motion, Text

Course Code: DLMMKSMC01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Social Media plays an ever-growing role in Online Marketing. Being able to create successful content repeatedly and consistently is vital. In order to reach and engage the desired target groups, content creation needs to follow the guiding principles of storytelling. Social Media Content Creation encompasses not only text, but also strong visual content like pictures and infographics as well as video. Newer formats like podcasts complement the portfolio.

### Course Outcomes

On successful completion, students will be able to

- create engaging content for various Social Media use-cases using theoretical frameworks.
- apply the principles of successful storytelling to all major content categories.
- create and work with different content formats like text, pictures, video and audio.
- know and work with the differences between online and offline content creation.

### Contents

1. Social Media Creation: The Power of Social Media Storytelling
  - 1.1 Basic Storytelling Know How: How to Create Engaging Content
  - 1.2 Basics of Visual and Editorial Communication
2. Creating Compelling Text Content
  - 2.1 Writing Skills for Online Publishing
  - 2.2 Form Follows Function: How to Adapt to Specific Use Cases (Blogs & Microblogs)
3. Strong Visuals and How to Communicate via Associations
  - 3.1 Introduction into Visual Storytelling
  - 3.2 The Power of Pictures: Composition & Editing
  - 3.3 Visualisations, Infographics and Diagrams
  - 3.4 Best Cases B2B and B2C

4. Video: Mini-Movies for Maximal Emotional Engagement
  - 4.1 Introduction – why Video is Good for Social Media
  - 4.2 Video Formats for Social Media
  - 4.3 Technical Know-How for Video-Production: Cuts & Editing
5. Audio & Podcasts: Next Level Content
  - 5.1 Introduction: Goals and Benefits of Podcasts
  - 5.2 The Basic Concept: Target Group and Content Selection
  - 5.3 Writing for Talking: How to Create Audio Content
  - 5.4 Best Cases: Successful Formats B2B and B2C
6. Online, Offline and Crossmedial Storytelling
  - 6.1 Online vs. Offline: The Difference in Creation
  - 6.2 Connecting Media Channels (Crossmedial and Transmedial Campaigns & Storytelling)

#### Literature

#### Compulsory Reading

#### Further Reading

- Content Marketing Institute (2021). 3 Video Content Takeaways From Salesforce, TikTok, and Facebook. (URL: <https://contentmarketinginstitute.com/2021/08/salesforce-facebook-tiktok-content-examples/> [Retrieved: 07.02.2022]).
- Handley, A. (2014). Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. Wiley.
- Harris, Jodi. (2020). How to Create Visual Content That’s Worth a Thousand Shares. Content Marketing Institute. (URL: <https://contentmarketinginstitute.com/2020/03/visual-content-best-practices-examples/> [Retrieved: 07.02.2022]).
- Santo, Alexander. (2021). 8 Types of Podcasts: The Complete Guide to Audio content Marketing (Infographic). Brafton. (URL: <https://www.brafton.com/blog/video-marketing/types-of-podcasts/> [Retrieved: 07.02.2022]).

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Content Creation

Course Code: DLMMMPCC01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

A powerful online presence serves as virtual business card and is critical for a company's professional image. Channels like a public website or corporate blog might serve a wide range of use cases, and a company can employ more than one way to present itself and engage with its stakeholders. A strong understanding of performance indicators and a structured content management plan are the foundation of successful corporate content creation.

### Course Outcomes

On successful completion, students will be able to

- assess and develop professional corporate online presences.
- establish and maintain various corporate channels depending on targeted stakeholders and specific goals.
- implement a structured content management plan to create, publish, and govern an organization's content and data.
- create performing content for each individual channel.
- analyze and assess content metrics & performance indicators.

### Contents

- A digital presence gives a company an ideal platform to communicate. It is crucial for businesses to connect with its audiences and stay relevant. Engaging content is not universal, it depends on the specific target group and subsequent expectations for each individual corporate channel. A structured content management plan is therefore key to longterm success. Content creation itself needs to focus on the specific requirements and goals for each channel while keeping the bigger picture in mind. A corporate blog will address users in a different manner than a PR newsroom. Mobile first content creation also follows clear guidelines. Being able to analyze and assess content and its performance in relation to specific goals is paramount to goal driven successful publishing.



**Literature****Compulsory Reading****Further Reading**

- Brenner, Michael. (2022). Key Metrics to Measure Content Marketing Performance. Marketing Insider Group. (URL: <https://marketinginsidergroup.com/content-marketing/metrics-to-measure-content-performance/> [Retrieved: 07.02.2022]).
- Handley, A. (2014). Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content. Wiley.
- Thompson, J. D., & Weldon, J. (2022). Content Production for Digital Media: An Introduction. Springer.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

# Neuromarketing

Module Code: DLMDIMENM

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

## Module Coordinator

Prof. Dr. Lisa-Charlotte Wolter (Neuromarketing) / Prof. Dr. Lisa-Charlotte Wolter (Project: Online Neuromarketing)

## Contributing Courses to Module

- Neuromarketing (DLMDIMENM01)
- Project: Online Neuromarketing (DLMDIMENM02)

## Module Exam Type

Module Exam	Split Exam
	<p><u>Neuromarketing</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Written Assessment: Written Assignment</li> </ul> <p><u>Project: Online Neuromarketing</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Oral Project Report</li> </ul>

## Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Neuromarketing</b></p> <ul style="list-style-type: none"> <li>▪ Introduction, definition and key models in Neuromarketing</li> <li>▪ Basics in Neuroscience – how the brain works</li> <li>▪ Neuromarketing Tools</li> <li>▪ Psychological mechanisms and relevance for Marketing</li> <li>▪ Best practice examples</li> <li>▪ Application of neuromarketing insights in the design of an online or social media campaign</li> </ul> <p><b>Project: Online Neuromarketing</b></p> <p>Practical application of learnings on Neuroscience. Students will set up a strategy and design an online or social media campaign based on key concepts of Neuromarketing.</p>	
<p><b>Learning Outcomes</b></p> <p><b>Neuromarketing</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand the key models, theories and definition of Neuromarketing.</li> <li>▪ remember the basics on how the brain processes information.</li> <li>▪ evaluate the most important Neuromarketing tools .</li> <li>▪ analyze psychological mechanisms such as attention, memory, emotion and decisions.</li> <li>▪ apply the concepts of Neuromarketing to brand positioning and communication.</li> </ul> <p><b>Project: Online Neuromarketing</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand how to integrate insights and concepts from Neuromarketing into marketing campaigns.</li> <li>▪ develop a strategy which includes principles of consumer psychology.</li> <li>▪ apply the learnings in Neuromarketing to the development of an online or social media campaign.</li> <li>▪ evaluate and measure the success of an online Neuromarketing campaign.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Online &amp; Social Media Marketing</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>

# Neuromarketing

Course Code: DLMDIMENM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Our knowledge about how consumers make decision has continuously evolved. We now understand that humans are not the rational decision makers we thought them to be, but that our behavior is often guided by shortcuts, emotions, by how choices (e.g. different products) are presented and how we can (subconsciously) reduce risks. Drawing on insights from Neuroscience on how our brain is processing information, consumer psychology as well as Behavioral Economics, “Neuromarketing” has emerged as an important discipline for Marketing to address key questions: How does our brain process “stimuli” (e.g. marketing communication), how do emotions shape consumer preferences? How can we better understand and potentially predict consumer behavior? What are the implications for how we design products, set prices and increase a consumer’s attention in advertising? Building on the foundations of Neuroscience, this module focuses on the key concepts, theories and methodologies of Neuromarketing, and how these are applied to increase effectiveness of marketing communication.

## Course Outcomes

On successful completion, students will be able to

- understand the key models, theories and definition of Neuromarketing.
- remember the basics on how the brain processes information.
- evaluate the most important Neuromarketing tools .
- analyze psychological mechanisms such as attention, memory, emotion and decisions.
- apply the concepts of Neuromarketing to brand positioning and communication.

## Contents

1. Neuromarketing: Introduction, Definition, Key Models and Concepts
  - 1.1 History of Neuroscience and Models of Consumer Decision Behavior
  - 1.2 Definition of Neuromarketing and Related Concepts (Consumer Neuroscience, Consumer Psychology, Behavioral Economics)
  - 1.3 Limitations and Ethics of Neuromarketing
2. Basics of Neuroscience – How the Brain Works
  - 2.1 Structural: Anatomy of the Brain
  - 2.2 Functional: How the Brain Processes Information
  - 2.3 Key Models and Theories in Neuroscience

3. Neuromarketing Tools
  - 3.1 Self-Reports
  - 3.2 Behavioral Measurement
  - 3.3 Physiological Measurement
  - 3.4 Neuroimaging
4. Psychological Mechanisms and Relevance for Marketing
  - 4.1 Attention
  - 4.2 Memory
  - 4.3 Emotion
  - 4.4 Decisions
5. Key Concepts and their Application in Marketing
  - 5.1 Nudges
  - 5.2 Framing
  - 5.3 Anchoring
  - 5.4 Endowment
6. Measuring Emotions
  - 6.1 Limbic Map
  - 6.2 Limbic Types
  - 6.3 Application for Brand Positioning and Marketing Communication
7. Best Practice Examples
  - 7.1 Product and Pricing
  - 7.2 Brand Building
  - 7.3 Advertising

### Literature

#### Compulsory Reading

#### Further Reading

- Cerf, M. & M. Garcia-Garcia (2017). Consumer Neuroscience. MIT Press.
- Hsu, M. (2017). Neuromarketing: Inside the mind of the consumer. California Management Review 59 (4), 5-22.
- Kahneman, D. (2012). Thinking, fast and slow. Penguin Books.
- Ramsøy, T. Z. (2015). An Introduction to Consumer Neuroscience & Neuromarketing. Neurons Inc.
- Thaler, R. H. & C. Sunstein (2008). Nudge. Yale University Press

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Online Neuromarketing

Course Code: DLMDIMENM02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

Neuromarketing has emerged as a key area for Marketing, building on insights from different disciplines such as Neuroscience and Consumer Psychology. It sheds light on how humans make decisions (often based on emotions or heuristics) and thus offers marketers the opportunity to improve the success of their marketing efforts. In this project students will apply the learnings and design an online marketing campaign that integrates the key concepts of Neuromarketing and consumer psychology.

### Course Outcomes

On successful completion, students will be able to

- understand how to integrate insights and concepts from Neuromarketing into marketing campaigns.
- develop a strategy which includes principles of consumer psychology.
- apply the learnings in Neuromarketing to the development of an online or social media campaign.
- evaluate and measure the success of an online Neuromarketing campaign.

### Contents

- Neuroscience offers plenty of opportunities for brands to “tap into the brains” of consumers. In this course, students will apply the practical learnings. As a first step, students will set up a strategy for an online campaign (e.g. what are the objectives of the campaign, who is my target group and how do I measure success?) In a second step, students will design an online or social media campaign utilizing insights from Neuromarketing (e.g. include nudges or frame elements of the campaign in a way that it positively impacts decision making). Finally, students will evaluate the success of the campaign to understand whether the overall campaign objectives have been met.



**Literature****Compulsory Reading****Further Reading**

- Cerf, M. & M. Garcia-Garcia (2017). Consumer Neuroscience. MIT Press.
- Dooley, R. (2011). Brainfluence. John Wiley & Sons Inc.
- Lindstrom, M. (2010). Buyology: Truth and Lies About Why We Buy. CrownBusiness.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Social Media Campaigns and Storytelling

Module Code: DLMDIMESMCS

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Oliver Kussinger (Social Media and Campaign Management) / Holger Meerwarth (Storytelling in Social Media)

### Contributing Courses to Module

- Social Media and Campaign Management (DLMMMSMCM01)
- Storytelling in Social Media (DLMMKMSTSM01)

### Module Exam Type

#### Module Exam

#### Split Exam

Social Media and Campaign Management

- Study Format "Distance Learning": Written Assessment: Case Study

Storytelling in Social Media

- Study Format "Distance Learning": Written Assessment: Written Assignment

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Social Media and Campaign Management</b></p> <ul style="list-style-type: none"> <li>▪ Social Media Advertising</li> <li>▪ Social Media Monitoring</li> <li>▪ Campaign Planning and -Management</li> <li>▪ Owned, Earned and Paid Media</li> <li>▪ Strategic and Operational Social Media Management and Marketing</li> </ul> <p><b>Storytelling in Social Media</b></p> <ul style="list-style-type: none"> <li>▪ Basics of Storytelling</li> <li>▪ Narrative History, Theory, and Research</li> <li>▪ Digital Storytelling</li> <li>▪ Social Media Storytelling</li> <li>▪ Social Media Storytelling and Audience Participation</li> </ul>	
<p><b>Learning Outcomes</b></p> <p><b>Social Media and Campaign Management</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ understand and differentiate well-known social media and campaign management approaches, metrics and data and their limitations.</li> <li>▪ transfer theoretical strategic social media and campaign concepts into daily business contexts.</li> <li>▪ apply recent scientific insights in the field of social media and campaign research to various operative contexts.</li> <li>▪ define relevant criteria for social media and campaign monitoring and planning.</li> </ul> <p><b>Storytelling in Social Media</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ explain and distinguish theories and concepts of storytelling.</li> <li>▪ take into account the similarities and differences of analog and digital storytelling.</li> <li>▪ critically examine the potentials and limitations of digital storytelling.</li> <li>▪ assess the characteristics and effects of social media storytelling.</li> <li>▪ apply methods of digital and social media storytelling in practice.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Online &amp; Social Media Marketing</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>

# Social Media and Campaign Management

Course Code: DLMMMSMCM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Strategically managing digital-driven emerging communication technologies is a key success factor to reach today's audiences. A major goal of the course is to show how to use digital media platforms and data to manage content creation, to create effective campaigns and public relations. The course starts with introducing the impact of social media on the management of campaigns in a dynamic world of digital media. The first chapter will cover basics of social listening and how to use data and information in the planning phase of the campaign design process. This course aims at introducing relevant strategies for designing, implementing, and monitoring social media and advertising campaigns. It equips students with an overview of key metrics and tools to gather, analyze and transfer data related to campaigns. Furthermore, the course will shed light on ethical aspects of using data and planning campaigns in social media platforms and discuss the impact of a purposeful communication between organizations and users.

## Course Outcomes

On successful completion, students will be able to

- understand and differentiate well-known social media and campaign management approaches, metrics and data and their limitations.
- transfer theoretical strategic social media and campaign concepts into daily business contexts.
- apply recent scientific insights in the field of social media and campaign research to various operative contexts.
- define relevant criteria for social media and campaign monitoring and planning.

## Contents

1. Introduction to Social Advertising and Campaign Management
  - 1.1 Key Definitions
  - 1.2 Historical Development of Social Media
  - 1.3 The Impact of Social Media on Advertising and Campaigns
  - 1.4 Tools
  - 1.5 Editorial Plan

2. Social Media Listening
  - 2.1 Discovering and Applying Metrics and Data
  - 2.2 Translate Information into Advertising Plans
  - 2.3 Ethical Role of Listening
3. Data-Based Social Media Campaign
  - 3.1 Design A Campaign by Defining Objectives, Goals and Strategies
  - 3.2 Understanding the Functionalities and Qualities of Different Platforms
  - 3.3 Interaction and Quality of User Relationships for Effective Campaigns
4. Developing Engagement in Campaigns
  - 4.1 Design and Structure of Social Communities
  - 4.2 Tactics and Standards in Engagement
  - 4.3 Impacts of Newsjacking and Influencers for Campaign Management
5. Implement the Campaign
  - 5.1 Manage the Campaign Life-Cycle
  - 5.2 Monitoring and Creating Interaction
  - 5.3 Integrating Social Care Teams
6. Assessing the Effectiveness and Opportunities
  - 6.1 Evaluation across Platforms
  - 6.2 Return on Investment (ROI) of the Campaign
  - 6.3 Relevant Metrics of Social Media Campaigns

**Literature****Compulsory Reading****Further Reading**

- Connolly, B. (2020). *Digital Trust: Social Media Strategies to Increase Trust and Engage Customers*. Bloomsbury Publishing PLC.
- Kim, C.M. (2021). *Social Media Campaigns - Strategies for Public Relations and Marketing*. Routledge.
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49(1), 51–70. <https://doi-org.pxz.iubh.de/8443/10.1007/s11747-020-00733-3>.
- McDonald, J. (2022). *Social Media Marketing Workbook: How to Use Social Media for Business*. CreateSpace Independent Publishing Platform.
- Scott, D. M. (2020). *Fanocracy: Turning fans into customers and customers into fans*. Portfolio, Penguin.
- Vinerean, S., & Opreana, A. (2021). Measuring Customer Engagement in Social Media Marketing: A Higher-Order Model. *Journal of Theoretical & Applied Electronic Commerce Research*, 16(7), 2633–2654.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Case Study
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides



# Storytelling in Social Media

Course Code: DLMMKMSTSM01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

Storytelling is more than telling stories or fairy tales. It is a narrative technique that is used as a professional tool in several different contexts, be it journalism, branding, or social media. The focus of this course is on social media storytelling. As this form of storytelling is based on traditional techniques and common digital structures, corresponding theory, history and research is provided. These fundamentals, for instance the difference between storytelling in terms of content, auditive and visual storytelling, enables students to assess the quality of social media storytelling and give them inspiration for their own storytelling practice. In contrast to other digital storytelling methods, social media storytelling has a strong focus on audience participation – which is a part of this course. Students learn methods and ways to engage audiences and communities. Students are enabled to transfer storytelling theories and techniques into practice and utilize those, for instance, in social media and social media marketing.

## Course Outcomes

On successful completion, students will be able to

- explain and distinguish theories and concepts of storytelling.
- take into account the similarities and differences of analog and digital storytelling.
- critically examine the potentials and limitations of digital storytelling.
- assess the characteristics and effects of social media storytelling.
- apply methods of digital and social media storytelling in practice.

## Contents

1. Introduction and Basics
  - 1.1 Definition and Subject of Storytelling
  - 1.2 Narrativity History, Research and Theory
  - 1.3 The Elements of a Good Story
  - 1.4 Storytelling in Reality and Fiction
2. Forms of Storytelling
  - 2.1 Content
  - 2.2 Audio
  - 2.3 Visual
  - 2.4 Audiovisual

3. Digital Storytelling
  - 3.1 Definition and Basics
  - 3.2 Transmedia Storytelling, Participatory Culture, and Media Governance
  - 3.3 Crossmedia Storytelling
4. Social Media Storytelling and Audience Participation
  - 4.1 Digital Communities and Audiences
  - 4.2 Interaction and Communication
  - 4.3 Annotations
  - 4.4 Collaboration and Co-Creation
  - 4.5 User-Generated Content
5. Storytelling in Practice
  - 5.1 Start with the Why
  - 5.2 Corporate and Brand Storytelling
  - 5.3 Storytelling in Advertising, PR, and Marketing
  - 5.4 Storytelling in Social Media – Best Practices

### Literature

#### Compulsory Reading

#### Further Reading

- De Finna, A. (2016). Storytelling and audience reactions in social media. *Language in Society* 45(4), pp. 473-498.
- Fog, K., Budtz, C., Munch, P., Blanchette, S. (2010). *Storytelling. Branding in Practice* (2nd ed.). Springer.
- Guynes, S. & Hassler-Forest, D. (2017) (ed.). *Star Wars and the History of Transmedia Storytelling*. Amsterdam University Press.
- Hall, K. (2019). *Stories that Stick. How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business*. HarperCollins.
- Pettengrill, J. (2020). Social Media and Digital Storytelling for Social Good. *The Journal of Social Media in Society*, 9(1), pp. 275-281.
- Sinek, S. (n. d.). *The Golden Circle Presentation*. <https://simonsinek.com/commit/the-golden-circle>.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Written Assignment

<b>Student Workload</b>					
<b>Self Study</b> 110 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 20 h	<b>Self Test</b> 20 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

DLMMKMSTSM01

## Growth Hacking and Conversion Rate Optimization

Module Code: DLMDIMEGHCR0

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Prof. Dr. Georg Bouché (Advanced Growth Hacking ) / Prof. Dr. Anne-Kristin Langner (Project: Conversion Rate Optimization)

### Contributing Courses to Module

- Advanced Growth Hacking (DLMGHAGH01)
- Project: Conversion Rate Optimization (DLMGHPCRO01)

### Module Exam Type

Module Exam	Split Exam
	<p><u>Advanced Growth Hacking</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Written Assessment: Case Study</li> </ul> <p><u>Project: Conversion Rate Optimization</u></p> <ul style="list-style-type: none"> <li>• Study Format "Distance Learning": Oral Project Report</li> </ul>

### Weight of Module

see curriculum

<p><b>Module Contents</b></p> <p><b>Advanced Growth Hacking</b></p> <ul style="list-style-type: none"> <li>▪ Introduction into Growth Hacking (Definition, Historical Background, Origin, and Requirements)</li> <li>▪ Product-Market-Fit</li> <li>▪ A/B Testing</li> <li>▪ Customer Relationship Management</li> <li>▪ Data Analysis</li> <li>▪ Case Studies</li> </ul> <p><b>Project: Conversion Rate Optimization</b></p> <p>The conversion rate is one of the most important key figures today, especially for digital business models. That is why special attention must be paid to it. This module deals with goals and methods of conversion rate optimization (CRO).</p>	
<p><b>Learning Outcomes</b></p> <p><b>Advanced Growth Hacking</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ develop an understanding of the idea behind and learn how to use and apply Growth Hacking.</li> <li>▪ deepen their knowledge about the origin and history of Growth Hacking, also through case studies showing how Growth Hacking is applied in real life.</li> <li>▪ get familiar with basic conditions like knowing when a product or service is ready for the market (product-market-fit).</li> <li>▪ using and applying A/B testing to find out which version of a website or an application leads to the best possible success.</li> <li>▪ increase sales turnover through customer relationship management.</li> <li>▪ develop awareness of the importance of data analysis to constantly increase a firm's 'performance'.</li> </ul> <p><b>Project: Conversion Rate Optimization</b></p> <p>On successful completion, students will be able to</p> <ul style="list-style-type: none"> <li>▪ create a CRO strategy.</li> <li>▪ define main objectives for CRO campaigns.</li> <li>▪ select and apply relevant methods for measuring CRO campaigns.</li> </ul>	
<p><b>Links to other Modules within the Study Program</b></p> <p>This module is similar to other modules in the field of Marketing &amp; Sales</p>	<p><b>Links to other Study Programs of the University</b></p> <p>All Master Programs in the Marketing &amp; Communication field</p>

# Advanced Growth Hacking

Course Code: DLMGHAGH01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

## Course Description

The course will give an introduction into Growth Hacking, define the term, point out historical background, its origin, and focus on the requirements, tools and methods in order to roll out a Growth Hack. The students will learn when a product or service is ready to be rolled out, the so-called product-market-fit, learn why A/B Testing can be useful as well as connecting with clients, not only through Customer Relationship Management. Equally important is the constant data analysis which will also be covered in detail. A case study serves as the written assignment for this course.

## Course Outcomes

On successful completion, students will be able to

- develop an understanding of the idea behind and learn how to use and apply Growth Hacking.
- deepen their knowledge about the origin and history of Growth Hacking, also through case studies showing how Growth Hacking is applied in real life.
- get familiar with basic conditions like knowing when a product or service is ready for the market (product-market-fit).
- using and applying A/B testing to find out which version of a website or an application leads to the best possible success.
- increase sales turnover through customer relationship management.
- develop awareness of the importance of data analysis to constantly increase a firm's 'performance'.

## Contents

1. Introduction into Growth Hacking
  - 1.1 Definition
  - 1.2 Historical Background and the Origin of Growth Hacking
  - 1.3 Framework and Conditions

2. Generating Growth
  - 2.1 Understanding the Customer
  - 2.2 Developing a Business Model
  - 2.3 Product-Market-Fit and Positioning
  - 2.4 Sales Channels and Funnel Management
  - 2.5 User Experience
3. Growth Hacking Strategies and Workflow
  - 3.1 Setting up the Right Team
  - 3.2 Processes
  - 3.3 Developing Ideas
  - 3.4 A/B Testing
  - 3.5 SEO and SEA
4. Customer-Relationship-Management and Acquisition
  - 4.1 Building a Relationship with your Clients and Customer Experience
  - 4.2 Content Marketing and Community Management
  - 4.3 Social Media Marketing
  - 4.4 E-Mail Marketing
  - 4.5 Retention and Referrals
5. Data Analysis
  - 5.1 Marketing Controlling
  - 5.2 Monitoring
  - 5.3 Key Performance Indicators (KPIs)
6. Activation and Revenue
  - 6.1 Usability and Psychology
  - 6.2 Digital Business Models
  - 6.3 Freemium and Cross Selling



**Literature****Compulsory Reading****Further Reading**

- Agrawal, P. & Chaubey, R. (2019). *The Growth Hacking Book: Most Guarded Growth Marketing Secrets the Silicon Valley Giants Don't Want You To Know*. Growth Media AI.
- Agrawal, P., Chaubey, R. & Goval, S. (2021). *The Growth Hacking Book 2: 100 Proven Hacks for Business and Startup Success in the New Decade*. Growth Media AI.
- Carnegie, D. (2010). *How to Win Friends and Influence People*. Pocket Books.
- Ellis, S. & Brown, M. (2017). *Hacking Growth, How Today's Fastest-Growing Companies Drive Breakout Success*. Crown Business, New York.
- Fitzpatrick, R. (2013). *The Mom Test: How to talk to customers and learn if your business is a good idea when everyone is lying to you*. CreateSpace Independent Publishing Platform.
- Holiday, R. (2014). *Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising*. Penguin Group, New York.
- Olsen, D. (2015). *The Lean Product Playbook. The product-market-fit pyramid*. John Wiley & Son.
- Sabry, N. (2020). *Ready Set Growth Hack – A Beginner's Guide to Growth Hacking Success*. Printed by Sabry, N.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Case Study

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
110 h	0 h	20 h	20 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Project: Conversion Rate Optimization

Course Code: DLMGHPCRO01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

CRO deals with measures that serve to increase sales or closing goals of a website. Increasing the conversion rate leads to more inquiries and/or sales and thus more customers and revenue. This course is about how to increase the conversion rate, especially by implementing a CRO strategy, defining different CRO goals as well as applying different methods to measure CRO campaigns.

### Course Outcomes

On successful completion, students will be able to

- create a CRO strategy.
- define main objectives for CRO campaigns.
- select and apply relevant methods for measuring CRO campaigns.

### Contents

- CRO not only targets to increase leads or sales, but also other metrics aimed at efficiency, such as registering for the newsletter or a community, or consuming provided videos or information. Optimization thus contributes positively to the user experience of visitors, which is visibly reflected in rankings and related click prices, and ultimately leads and sales. This course therefore focuses on various CRO measures, in particular landing page optimization, mobile optimization, content optimization, layout and shopping cart.

### Literature

#### Compulsory Reading

#### Further Reading

- Appelo, J. (2019). *Startup, Scaleup, Screwup : 42 Tools to Accelerate Lean and Agile Business Growth*. Wiley.
- Szalek, K., & Borzemski, L. (2019). *Conversion Rate Gain with Web Performance Optimization. A Case Study (Vol. 852)*. Springer International Publishing.
- Zimmermann, R., & Auinger, A. (2022). Developing a conversion rate optimization framework for digital retailers—case study. *Journal of Marketing Analytics*, 1–11.

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Project
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Oral Project Report

<b>Student Workload</b>					
<b>Self Study</b> 120 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 30 h	<b>Self Test</b> 0 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Consumer Behaviour and Digital Business Models

Module Code: DLMDIMECBDBM

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	none	MA	10	300 h

Semester / Term	Duration	Regularly offered in	Language of Instruction and Examination
2. Semester	Minimum 1 semester	WiSe/SoSe	English

### Module Coordinator

Caterina Fox (International Consumer Behavior) / Prof. Dr. Mario Boßlau (Digital Business Models)

### Contributing Courses to Module

- International Consumer Behavior (DLMBCBR01)
- Digital Business Models (DLMIDBM01\_E)

### Module Exam Type

#### Module Exam

#### Split Exam

##### International Consumer Behavior

- Study Format "myStudies": Exam, 90 Minutes
- Study Format "Distance Learning": Exam, 90 Minutes

##### Digital Business Models

- Study Format "myStudies": Exam or Written Assessment: Case Study, 90 Minutes
- Study Format "Distance Learning": Exam or Written Assessment: Case Study, 90 Minutes

### Weight of Module

see curriculum

**Module Contents****International Consumer Behavior**

- Consumer Behavior
- The Consumer Decision-Making Process
- Internal Influences on Consumer Behavior
- External Influences on Consumer Behavior
- International Consumer Behavior
- International Marketing Strategy and Consumer Behavior

**Digital Business Models**

- History and success factors of digital business
- Trends in Digital Business
- Knowledge and evaluation of alternative business models in digital business
- Procedure for the development of strategic corporate positioning in digital business
- Knowledge of alternative financing models
- Goals and procedures for the creation of the business plan for digital business models

**Learning Outcomes****International Consumer Behavior**

On successful completion, students will be able to

- outline the purchase decision-making process undertaken by the consumer.
- describe the internal and external influences on the consumer decision-making processes.
- identify the different research methods available to companies to collect relevant data regarding their consumers and their behavior
- develop a plan to generate required market research data regarding consumer behavior and decision-making.
- be able to generate, analyze, interpret and report relevant data regarding consumers.
- present the key concepts characterizing international consumer behavior and discuss their impact on global marketing strategies.

**Digital Business Models**

On successful completion, students will be able to

- know the history and framework of digital business models.
- understand the basic principles of innovation management.
- know and understand different business models of the digital economy and be able to evaluate their advantages and disadvantages.
- understand the basics of strategic and operational business model planning in e-commerce.
- independently create a business plan for a digital business model.

**Links to other Modules within the Study Program**

This module is similar to other modules in the fields of Marketing & Sales and Business Administration & Management

**Links to other Study Programs of the University**

All Master Programs in the Marketing & Communication and Business & Management fields

## International Consumer Behavior

Course Code: DLMBCBR01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

In a global economy characterized by greater competition, companies operating internationally need comprehensive market-driven strategies to survive in the market place. The course provides students with the relevant concepts for understanding the international environment of the company with focus on the demand side/the consumer. Students learn how differences in culture, economic systems, and political environments impact consumers' behavior in terms of decision-making in the fields of acquisition, consumption, and disposal of products, services, experiences, and ideas.

### Course Outcomes

On successful completion, students will be able to

- outline the purchase decision-making process undertaken by the consumer.
- describe the internal and external influences on the consumer decision-making processes.
- identify the different research methods available to companies to collect relevant data regarding their consumers and their behavior
- develop a plan to generate required market research data regarding consumer behavior and decision-making.
- be able to generate, analyze, interpret and report relevant data regarding consumers.
- present the key concepts characterizing international consumer behavior and discuss their impact on global marketing strategies.

### Contents

1. Consumer Behavior
  - 1.1 Consumer Behavior and International Marketing
  - 1.2 Consumer Decision-Making in the Marketplace
2. The Consumer Decision-Making Process
  - 2.1 The Pre-Purchase Stage
  - 2.2 The Purchase Stage
  - 2.3 The Post-Purchase Stage



3. Internal Influences on Consumer Behavior
  - 3.1 Motives and Motivation
  - 3.2 Perception
  - 3.3 Attitude
4. External Influences on Consumer Behavior
  - 4.1 Culture
  - 4.2 Subculture
  - 4.3 Groups and Families
5. International Consumer Behavior
  - 5.1 Cultural Dimensions
  - 5.2 The Influence of Social Media on Consumer Decision-Making
6. International Marketing Strategy and Consumer Behavior
  - 6.1 International Market Segmentation and Product Positioning
  - 6.2 Consumer Behavior and Product Strategy
  - 6.3 Consumer Behavior and Communication Strategy
  - 6.4 Consumer Behavior and Pricing Strategy
  - 6.5 Consumer Behavior and Distribution Strategy

**Literature****Compulsory Reading****Further Reading**

- Schiffman, L. G., & Kanuk, L. L. (2014). Consumer behavior. Frenchs Forest.: Pearson Education Australia.
- Solomon, M. (2016). Consumer behavior: Buying, having, and being (12th ed.). New York City, NY: Pearson.

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
90 h	0 h	30 h	30 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

## Digital Business Models

Course Code: DLMIDBM01\_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	none

### Course Description

This course deals with IT-driven start-ups and business models. Based on the discussion of the historical development and framework conditions of digital business, alternative business models in digital business are systematically presented, analyzed and evaluated with regard to their respective strengths and weaknesses. Students study the central approaches to developing an independent corporate positioning and are enabled to autonomously examine and evaluate the central factors influencing corporate success in digital business. Further, alternative financing concepts for digital business models are presented and critically evaluated and the central components of a business plan are detailed. In addition, the entire process of creating and defining a business plan is presented in detail and tested using practical examples.

### Course Outcomes

On successful completion, students will be able to

- know the history and framework of digital business models.
- understand the basic principles of innovation management.
- know and understand different business models of the digital economy and be able to evaluate their advantages and disadvantages.
- understand the basics of strategic and operational business model planning in e-commerce.
- independently create a business plan for a digital business model.

### Contents

1. Innovation Management and Business Model Definitions
  - 1.1 Basic Concepts of Innovation Management Regarding Digital Business Models
  - 1.2 Business Models: Genesis - Definition - Relation to Innovation
  - 1.3 Specifics of Digital Business Models and Comparison to Traditional Approaches
2. Digital Business Models: Definition and Elements
  - 2.1 New Elements of Digital Business Models
  - 2.2 Redefinition and Core Elements of Digital Business Models
  - 2.3 Value Architecture and Value Mechanics

3. Basic Architectures, Standard Patterns and Network Integration
  - 3.1 Basic Digital Business Model Architectures
  - 3.2 Standard Patterns in Business Model Elements
  - 3.3 Networks and Differentiation Strategies
4. Success Factors and Strategy
  - 4.1 Relationships Between Business Model, Success Factors and Strategy
  - 4.2 Relevant Success Factors of Digital Business Models
  - 4.3 Strategy Levels and Strategy Examples in the Context of Digital Business Models and Their Elements
5. The Business Case and Special Features of Investment Planning
  - 5.1 Elements of the Business Case and Connection to Previous Concepts
  - 5.2 Revenue Mechanics, Revenue Planning and Performance Indicators
  - 5.3 Special Features of Investment Planning

**Literature****Compulsory Reading****Further Reading**

- Ahmed, P. K./Shepherd, C. D. (2010): Innovation Management. Context, strategies, systems and processes. Prentice Hall, Upper Saddle River, NJ.
- Bessant, J. R. / Tidd, J. (2018) : Innovation and entrepreneurship. 3rd edition, JOHN WILEY & Sons, Chichester.
- Brynjolfsson, E./Hu, J. Y./Smith, M. D. (2006): From Niches to Riches. Anatomy of the Long Tail. In: Sloan Management Review, 47. Jg., Heft 4, S. 67–71.
- Brynjolfsson, E./Smith M. D. (2000): Frictionless Commerce? A Comparison of Internet and Conventional Retailers. In: Management Science, 46. Jg., Heft 4, S. 563–585.
- Brynjolfsson, E./Hu, J. Y./Rahman, M. (2009): Battle of the Retail Channels. How Product Selection and Geography Drive Cross-Channel Competition. In: Management Science, 55. Jg., Heft 11, S. 1755–1765.
- Chaffey, D./Ellis-Chadwick, F. (2012): Digital Marketing. Strategy, Implementation and Practice. 5th edition, Pearson Education, London.
- Hanson, W./Kalyanam, K. (2007): Internet Marketing and e-Commerce. 2nd edition, Cengage, Boston, MA.
- Laudon, K./Traver, C. G. (2011): E-Commerce. 7th edition, Prentice Hall, Upper Saddle River, NJ.
- Lynch, J./Ariely, D. (2000): Wine Online. Search Costs and Competition on Price, Quality, and Distribution. In: Marketing Science, 19. Jg., Heft 1, S. 83–103.
- Osterwalder, A. / Pigneur, Y. / Clark, T. (2010): Business model generation: A handbook for visionaries, game changers, and challengers. Wiley, Hoboken, NJ.
- Rogers, D. L. (2016): The digital transformation playbook: Rethink your business for the digital age. Columbia Business School Publishing, New York.
- Varian, H. (2000): When Commerce Moves Online. Competition Can Work in Strange Ways. In: New York Times, 24 August 2000.
- Wirtz, B. W. (2019): Digital Business Models: Concepts, Models, and the Alphabet Case Study. Progress in IS. Springer International Publishing, Cham.
- Woerner, S. / Weill, P. (2018): What's Your Digital Business Model?: Six Questions to Help You Build the Next-Generation Enterprise: Harvard Business Review.

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam or Written Assessment: Case Study, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
100 h	0 h	25 h	25 h	0 h	150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Online Lecture
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> yes <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Exam or Written Assessment: Case Study, 90 Minutes

<b>Student Workload</b>					
<b>Self Study</b> 100 h	<b>Contact Hours</b> 0 h	<b>Tutorial</b> 25 h	<b>Self Test</b> 25 h	<b>Independent Study</b> 0 h	<b>Hours Total</b> 150 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input checked="" type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides



## Master Thesis

Module Code: DLMMTHES

<b>Module Type</b> see curriculum	<b>Admission Requirements</b> See current study and exam regulations (SPO)	<b>Study Level</b> MA	<b>CP</b> 15	<b>Student Workload</b> 450 h
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<b>Semester / Term</b> 2. Semester	<b>Duration</b> Minimum 1 semester	<b>Regularly offered in</b> WiSe/SoSe	<b>Language of Instruction and Examination</b> English
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### Module Coordinator

Degree Program Advisor (SGL) (Master Thesis) / Degree Program Advisor (SGL) (Colloquium)

### Contributing Courses to Module

- Master Thesis (DLMMTHES01)
- Colloquium (DLMMTHES02)

### Module Exam Type

#### Module Exam

#### Split Exam

##### Master Thesis

- Study Format "Distance Learning": Written Assessment: Master Thesis (90)
- Study Format "myStudies": Written Assessment: Master Thesis (90)

##### Colloquium

- Study Format "myStudies": Presentation: Colloquium (10)
- Study Format "Distance Learning": Presentation: Colloquium (10)

### Weight of Module

see curriculum

**Module Contents****Master Thesis**

- Written Master Thesis

**Colloquium**

- Thesis Defense

**Learning Outcomes****Master Thesis**

On successful completion, students will be able to

- work on a problem from their major field of study by applying the specialist and methodological skills they have acquired during their studies.
- analyse selected tasks with scientific methods, critically evaluate them and develop appropriate solutions under the guidance of an academic supervisor.
- record and analyse existing (research) literature appropriate to the topic of the Master's thesis.
- prepare a detailed written elaboration in compliance with scientific methods.

**Colloquium**

On successful completion, students will be able to

- present a problem from their field of study under consideration of academic presentation and communication techniques.
- reflect on the scientific and methodological approach chosen in the Master's thesis.
- actively answer subject-related questions from subject experts (experts of the Master's thesis).

**Links to other Modules within the Study Program**

All modules in the master program

**Links to other Study Programs of the University**

All Master Programmes

## Master Thesis

Course Code: DLMMTHES01

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		13.5	See current study and exam regulations (SPO)

### Course Description

The aim and purpose of the Master's thesis is to successfully apply the subject-specific and methodological competencies acquired during the course of study in the form of an academic dissertation with a thematic reference to the major field of study. The content of the Master's thesis can be a practical-empirical or theoretical-scientific problem. Students should prove that they can independently analyse a selected problem with scientific methods, critically evaluate it and work out proposed solutions under the subject-methodological guidance of an academic supervisor. The topic to be chosen by the student from the respective field of study should not only prove the acquired scientific competences, but should also deepen and round off the academic knowledge of the student in order to optimally align his professional abilities and skills with the needs of the future field of activity.

### Course Outcomes

On successful completion, students will be able to

- work on a problem from their major field of study by applying the specialist and methodological skills they have acquired during their studies.
- analyse selected tasks with scientific methods, critically evaluate them and develop appropriate solutions under the guidance of an academic supervisor.
- record and analyse existing (research) literature appropriate to the topic of the Master's thesis.
- prepare a detailed written elaboration in compliance with scientific methods.

### Contents

- Within the framework of the Master's thesis, the problem as well as the scientific research goal must be clearly emphasized. The work must reflect the current state of knowledge of the topic to be examined by means of an appropriate literature analysis. The student must prove his ability to use the acquired knowledge theoretically and/or empirically in the form of an independent and problem-solution-oriented application.

**Literature**

**Compulsory Reading**

**Further Reading**

- Bui, Y. N. (2013). *How to Write a Master's Thesis* (2nd ed.). SAGE Publications, Incorporated.
- Turabian, K. L. (2013). *A Manual for Writers of Research Papers, theses, and dissertations* (8th ed.). University of Chicago Press.
- Further subject specific literature

**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Thesis
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Master Thesis

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
405 h	0 h	0 h	0 h	0 h	405 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Thesis
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Written Assessment: Master Thesis

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
405 h	0 h	0 h	0 h	0 h	405 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides

## Colloquium

Course Code: DLMMTHES02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		1.5	See current study and exam regulations (SPO)

### Course Description

The colloquium will take place after submission of the Master's thesis. This is done at the invitation of the experts. During the colloquium, the students must prove that they have fully independently produced the content and results of the written work. The content of the colloquium is a presentation of the most important work contents and research results by the student, and the answering of questions by the experts.

### Course Outcomes

On successful completion, students will be able to

- present a problem from their field of study under consideration of academic presentation and communication techniques.
- reflect on the scientific and methodological approach chosen in the Master's thesis.
- actively answer subject-related questions from subject experts (experts of the Master's thesis).

### Contents

- The colloquium includes a presentation of the most important results of the Master's thesis, followed by the student answering the reviewers' technical questions.

### Literature

#### Compulsory Reading

#### Further Reading

- Renz, K.-C. (2016): The 1 x 1 of the presentation. For school, study and work. 2nd edition, Springer Gabler, Wiesbaden.

**Study Format myStudies**

<b>Study Format</b> myStudies	<b>Course Type</b> Thesis Defense
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Presentation: Colloquium

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
45 h	0 h	0 h	0 h	0 h	45 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides



**Study Format Distance Learning**

<b>Study Format</b> Distance Learning	<b>Course Type</b> Thesis Defense
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<b>Information about the examination</b>	
<b>Examination Admission Requirements</b>	<b>BOLK:</b> no <b>Course Evaluation:</b> no
<b>Type of Exam</b>	Presentation: Colloquium

<b>Student Workload</b>					
<b>Self Study</b>	<b>Contact Hours</b>	<b>Tutorial</b>	<b>Self Test</b>	<b>Independent Study</b>	<b>Hours Total</b>
45 h	0 h	0 h	0 h	0 h	45 h

<b>Instructional Methods</b>	
<input type="checkbox"/> Learning Sprints® <input type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input type="checkbox"/> Shortcast <input type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input type="checkbox"/> Live Tutorium/Course Feed <input checked="" type="checkbox"/> Slides