MODULE HANDBOOK

Master of Arts

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

60 CP

Distance Learning

INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES

Classification: Non-consecutive

Contents

1. Semester

Online and Social Media Marketing

Module Code: DLMOSMM_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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

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	Split Exam
Study Format: Distance Learning Written Assessment: Case Study	

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	**Links to other Study Programs of the University**
This module is similar to other modules in the fields of Marketing & Sales	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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Georg Bouché (Performance Marketing: Search and Social)

Contributing Courses to Module

- Performance Marketing: Search and Social (DLMOMPMSS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Written Assignment	

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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Marketing & Sales	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.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Georg Bouché (Performance Marketing: Affiliate and Mail)

Contributing Courses to Module

- Performance Marketing: Affiliate and Mail (DLMOMPMAM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Oral Assignment	

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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Marketing & Sales	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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Rainer Lukas (Digital Analytics and Strategies)

Contributing Courses to Module

- Digital Analytics and Strategies (DLMMADAS01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Case Study	

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	**Links to other Study Programs of the University**
This module is similar to other modules in the fields of Business Administration & Management	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). Ecommence 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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
	☑ Audio	
	☑ 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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Evangelos Zois (Applied Research)

Contributing Courses to Module

- Applied Research (DLMAF01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Written Assignment	

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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Methods	All Master Programs in the Business & Management field

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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions		

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Georg Bouché (Project: Agile Online Marketing)

Contributing Courses to Module

- Project: Agile Online Marketing (DLMOMPAOM01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Project Report	

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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Marketing & Sales	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

Study Format	**Course Type**
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Slides	☑ Guideline

2. Semester

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Susanne O'Gorman (Seminar: Marketing Responsibility)

Contributing Courses to Module

- Seminar: Marketing Responsibility (DLMMASMR01_E)

Module Exam Type

Module Exam	Split Exam
Study Format: Distance Learning Written Assessment: Research Essay	

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 acurate. 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	**Links to other Study Programs of the University**
This module is similar to other modules in the fields of Marketing & Sales	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 acurate. 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

Study Format	Course Type
Distance Learning	Seminar

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Research Essay

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Slides	☑ Guideline

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Kingsley Dibie (SEA and Social Media Marketing) / Kingsley Dibie (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
	SEA and Social Media Marketing • Study Format "Distance Learning": Oral Assignment Project: Paid Media • Study Format "Distance Learning": Portfolio

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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	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. Digital Marketing Strategy
   - 1.1 From push to pull
   - 1.2 Situation analysis and definition of opportunities
   - 1.3 Target Groups and Personas
   - 1.4 SMART Goals
   - 1.5 Customer Journey
   - 1.6 Owned, Earned and Paid Media
2. Paid Media Types

2.1 Display Advertising
2.2 Search Engine Marketing
2.3 Affiliate Programs
2.4 Influencer Marketing
2.5 Digital Video Marketing
2.6 The role of Social Media Marketing in the Digital Marketing planning
2.7 Paid Media: chances and limitations

3. Search Engine Advertising with Google
   3.1 Google Ads
   3.2 Keyword Advertising
   3.3 Display Advertising on Google and Extensions

4. Content Strategy
   4.1 Social Listening for Content Development
   4.2 Selecting Content Format and Content Channel
   4.3 Developing Messages and Marketing Material
   4.4 Best Practices of Integrated Campaigns

5. Social Media Marketing Platforms
   5.1 Facebook and Instagram
   5.2 Pinterest
   5.3 TikTok
   5.4 Twitter
   5.5 LinkedIn

Literature
Compulsory Reading
Further Reading ▪ Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation, and practice (7th ed). Pearson Education. ▪ Kingsnorth, S. (2022). The digital marketing handbook: Deliver powerful digital campaigns. KoganPage.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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

Study Format	**Course Type**
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Carolin Egger (Data Driven Marketing) / Tanja Moehler (Advanced Marketing Controlling)

Contributing Courses to Module

- Data Driven Marketing (DLMOMDDMC01_E)
- Advanced Marketing Controlling (DLMMAAMC01_E)

Module Exam Type

Module Exam	Split Exam
	Data Driven Marketing • Study Format "Distance Learning": Exam, 90 Minutes Advanced Marketing Controlling • Study Format "Distance Learning": Exam, 90 Minutes

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	**Links to other Study Programs of the University**
This module is similar to other modules in the fields of Marketing & Sales and Planning & Controlling	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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ 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

Literature
Compulsory Reading
Further Reading ▪ Farris, P., Bendle, N., Pfeifer, P. E., & Reibstein, D. (2015). Marketing metrics: The managers guide tomeasuring marketing performance (3rd ed.). Pearson FT Press. ▪ Reichmann, T. (1997). Controlling: Concepts of management control, controllership, and ratios.Springer. ▪ Romaniuk, J. (2018). Building distinctive brand assets. Oxford University Press. ▪ Stewart, D. W., & Gugel, C. (2016). Accountable marketing: Linking marketing actions to financialperformance. Routledge.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
	☑ Slides	

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Jörg Burbach (Web and Mobile Development) / Prof. Dr. Carmen Horn (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": Portfolio Project: Digital Campaigns • Study Format "Distance Learning": Portfolio

Weight of Module

see curriculum

Module Contents

Web and Mobile Development

This course is an introduction to Web and Mobile Development and deals with web and app design, prototyping, and development. Students either develop a website or app, taking a (fictive) organization and (fictive) users into consideration. They make design, prototyping and development decisions.

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 .
- understand, analyze and evaluate the potentials and limitations of web and mobile development.
- understand and 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	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 on. Correspondingly, web and mobile development is user-centered, and 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 programing. 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 .
- understand, analyze and evaluate the potentials and limitations of web and mobile development.
- understand and 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

- Having an idea of how web and mobile development works is important when it comes to, for instance, subjects like online marketing, social media marketing, e-commerce, or mobile commerce. Users expect a good user experience and an up-to-date design when it comes to both websites and apps. This course gives an introduction to what web and mobile development is and what it implies. It offers a holistic approach to the topic taking the users' perspective and design and development aspects into considerations. Students learn how to build prototypes as well as which frameworks and tools can help to make the process easier. They are enabled to practically go through all three phases – design, prototyping and development. However, the development part concentrate on development decisions and the explanation of those, not on programing. The students will design and prototyp a part of a website or app, considering both the (fictive) client and the (fictive) users. Potential decisions on development must be mentioned, explained, and contextualized. The result should be either a draft of a website homepage or a draft of an app onboarding process and dashboard.

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

Study Format	**Course Type**
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Slides	☑ Guideline

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

Study Format	**Course Type**
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Slides	☑ Guideline

E-Commerce

Module Code: MWEC-01_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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Jonas Polfuß (E-Commerce I) / Prof. Dr. Jonas Polfuß (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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of E-Commerce	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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods

Tutorial Support	Learning Material	Exam Preparation
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ 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 ▪ Wiedenhoefer, L. (2021). Digital customer experience engineering: Strategies for creating effectivedigital experiences. Apress. ▪ Lesvitt, M. O., & Shneiderman, B. (2007). Research-based web design & usability guidelines.United States Government Printing Office.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

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
see curriculum	Minimaldauer: 1 Semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Lena Bernhofer (Innovation and Entrepreneurship) / Rachel John Robinson (Internet of Things)

Contributing Courses to Module

- Innovation and Entrepreneurship (DLMBIE01-01)
- Internet of Things (DLMBMMIIT01)

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

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
☑ Recorded Live Sessions	☑ 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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
☑ Recorded Live Sessions	☑ Slides	

Study Format myStudies

Study Format	**Course Type**
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
	☑ Slides	

Product Development and Design Thinking

Module Code: DLMBPDDT

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

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 "myStudies": Written Assessment: Project Report • Study Format "Distance Learning": Written Assessment: Project Report

Weight of Module

see curriculum

Module Contents

Product Development

- Production planning techniques
- Design tasks
- Product development approaches
- Digital product development and organizational aspects

Design Thinking

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.

Learning Outcomes

Product Development

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.

Design Thinking

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Design	All Master Programs in the Design, Architecture & Construction fields

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

Literature

Compulsory Reading

Further Reading

- Kahn, K. B., Kay, S. E., Slotegraaf, R. J., & Uban, S. (Eds.). (2012). The PDMA handbook of new productdevelopment (3rd ed.). Hoboken, NJ: John Wiley & Sons. (Database: ProQuest).
- Ottosson, S. (2018). Developing and managing innovation in a fast changing and complex world:Benefiting from dynamic principles. Cham: Springer. (Database: ProQuest).
- Ulrich, K. T., & Eppinger, S. D. (2016). Product design and development (6th ed.). New York, NY:McGraw Hill.

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ 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 prob-lems 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 pro-duce change, drive new ideas, and deliver meaningful solutions. ▪ Lewrick, M., Link, P., Leifer, L. J., & Langensand, N. (2018). The design thinking playbook : mindful digital transfor-mation of teams, products, services, businesses and ecosystems. John Wiley & Sons.

Study Format myStudies

Study Format	**Course Type**
myStudies	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Sales, Pricing and Brand Management

Module Code: DLMBSPBE

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
see curriculum	Minimaldauer: 1 Semester	WiSe/SoSe	English

Module Coordinator

Caterina Fox (Global Brand Management) / Prof. Dr. Thomas Bolz (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 • Study Format "myStudies": Exam, 90 Minutes Sales and Pricing • Study Format "Distance Learning": Exam, 90 Minutes • Study Format "myStudies": 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	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Marketing & Sales.	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

Literature
Compulsory Reading
Further Reading ▪ Aaker, D. A. (1991). Managing brand equity. New York, NY: Free Press. ▪ Aaker, D. A. (2010). Building Strong Brands. Pocket Books. – 1995th ed. Available. ▪ Keller, K. L., & Swaminathan, V. (2020). Strategic brand management. Building, measuring, and managing brand equity (Fifth edition, global edition). Pearson.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
☑ Recorded Live Sessions	☑ Slides	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Course Book	☑ Online Tests

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 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.

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

Literature
Compulsory Reading
Further Reading ▪ Jobber, D., Lancaster, G., & Le Meunier-FitzHugh, K. (2019). Selling and sales management (Eleventh edition). Pearson. ▪ Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2016). Marketing management (3rd ed.) (pp. 331–420). Harlow: Pearson Education. ▪ Leisch, F., Dolnicar, S., & Grün, B. (2018). Market Segmentation Analysis: Understanding It, Doing It, and Making It Useful. Springer. ▪ Nagle, T. T., Zale, J., & Hogan, J. (2016). The strategy and tactics of pricing (5th ed.). Abingdon: Routledge.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Course Book	☑ Online Tests

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
see curriculum	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 (DLMAISAIS01)

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

Weight of Module

see curriculum

Module Contents

Artificial Intelligence

- History of AI
- AI application areas
- Expert systems
- Neuroscience
- Modern AI systems

Seminar: AI and Society

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.

Learning Outcomes

Artificial Intelligence

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.

Seminar: AI and Society

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 polital 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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence.	All Master Programmes in the IT & Technology field.

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

Literature

Compulsory Reading

Further Reading

- Chowdhary, K. R. (2020). Fundamentals of Artificial Intelligence. Springer India.
- Russell, S. & Norvig, P. (2022). Artificial intelligence. A modern approach (4th ed.). Pearson Education.
- Ward, J. (2020). The student's guide to cognitive neuroscience. (4th ed.). Taylor & Francis Group.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
☑ Recorded Live Sessions	☑ Slides	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Seminar: AI and Society

Course Code: DLMAISAIS01

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 polital 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 ▪ Bailey, S. J. (2020). Academic writing for international students of business and economics (Third edition). Routledge. ▪ Day, T. (2018). Success in academic writing. (Second edition) ▪ Fang, Z. (2021). Demystifying academic writing: genres, moves, skills, and strategies. Routledge, Taylor & Francis Group. ▪ Silvia, P. J. (2019). How to write a lot: a practical guide to productive academic writing (Second edition). American Psychological Association.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Seminar

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Research Essay

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Seminar

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Research Essay

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Learning Material	**Exam Preparation**
☑ Slides	☑ Guideline

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Dr. Tim Raupach (Communication and Public Relations I) / Dr. Tim Raupach (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	Links to other Study Programs of the University
This module is similar to other modules in the field of Public Relations Management	All Master Programs in the Marketing & Communicaton 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

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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Sebastian Werning (Salesforce Administrator and Service Cloud Consultant) / Prof. Dr. Sebastian Werning (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
- Study Format "myStudies": Written Assessment: Project Report

Salesforce Sales Cloud Consultant

- Study Format "Distance Learning": Oral Project Report
- Study Format "myStudies": Oral Project Report

Weight of Module

see curriculum

Module Contents

Salesforce Administrator and Service Cloud Consultant

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.

Salesforce Sales Cloud Consultant

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.

Learning Outcomes

Salesforce Administrator and Service Cloud Consultant

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.

Salesforce Sales Cloud Consultant

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.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Marketing & Sales	All Master Programs in the Marketing & Communication field

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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint

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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint

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
see curriculum	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

Module Contents

Salesforce Platform App Builder

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.

Salesforce Platform Developer

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.

Learning Outcomes

Salesforce Platform App Builder

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.

Salesforce Platform Developer

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	All Master Programs in the Marketing & Communication field

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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Learning Material	**Exam Preparation**
☑ Slides	☑ Guideline

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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Learning Material	**Exam Preparation**
☑ Slides	☑ Guideline

Process Management with Scrum

Module Code: DLMPREEPMS

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	▪ none ▪ DLMPREEPMS01	MA	10	300 h

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

Module Coordinator

Prof. Dr. Nebojsa Radojevic (Process Management with Scrum) / Prof. Dr. Nebojsa Radojevic (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

Module Contents

Process Management with Scrum

- Scrum Origin, Basic Idea and Fields of Application
- Scrum Roles
- Product Backlog and Sprint Planning
- Executing the Scrum Process
- Helpful Tools
- Implementation and Scaling of Scrum

Project: Corporate Project with Scrum

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.

Learning Outcomes

Process Management with Scrum

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.

Project: Corporate Project with Scrum

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.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other moduls in the field of Project Management	All Master Programs in the Business & Management field

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

Literature
Compulsory Reading
Further Reading ▪ Highsmith, J. (2002). Agile software development ecosystems. Addison-Wesley Professional. ▪ Schwaber, K. (2004). Agile project management with Scrum. Microsoft Press.

Study Format Distance Learning

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
	☑ Audio	
	☑ 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: 20.03.20201]). ▪ 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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Slides	☑ Guideline

Project Management with PRINCE2®

Module Code: DLMPREEPMPR

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	▪ DLMPREEPMPR01 ▪ none	MA	10	300 h

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

Module Coordinator

Prof. Dr. Nebojsa Radojevic (Project Management with PRINCE2®) / Prof. Dr. Nebojsa Radojevic (Project: Corporate Project with PRINCE2®)

Contributing Courses to Module

- Project Management with PRINCE2® (DLMPREEPMPR01)
- Project: Corporate Project with PRINCE2® (DLMPREEPMPR02)

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

Module Contents

Project Management with PRINCE2®

- Introduction to the PRINCE2® Method
- The Seven Themes
- The Seven Processes
- Creation of Results
- Tailoring
- PRINCE2® Agile

Project: Corporate Project with PRINCE2®

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.

Learning Outcomes

Project Management with PRINCE2®

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.

Project: Corporate Project with PRINCE2®

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Project Management	All Master Programs in the Business & Management field

Project Management with PRINCE2®

Course Code: DLMPREEPMPR01

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

Literature
Compulsory Reading
Further Reading ▪ AXELOS Limited. (2017). Managing successful projects with PRINCE2® (6th ed.). The Stationery Office. ▪ Cooke, J. L. (2016). PRINCE2 Agile. An implementation pocket guide: Step-by-step advice for every project type. IT Governance Publishing. ▪ International Conference on Electronics, Computers, and Artificial Intelligence, Universitatea din Piteşti, Institute of Electrical and Electronics Engineers, IEEE Industry Applications Society, & ECAI. (2017, June 29–July 1). Proceedings of the 9th International Conference on Electronics, Computers and Artificial Intelligence, New Jersey. ▪ Mathis, B. (2014). Prince2 for beginners: Prince2 study guide for certification and project management. CreateSpace Independent Publishing Platform.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
	☑ Audio	
	☑ Slides	

Project: Corporate Project with PRINCE2®

Course Code: DLMPREEPMPR02

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
MA	English		5	DLMPREEPMPR01

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 Piteşti; 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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Learning Material	**Exam Preparation**
☑ Slides	☑ Guideline

Big Data Applications

Module Code: DLMITEBDA

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Christian Müller-Kett (Big Data Technologies) / Dr. Sheikh Radiah Rahim Rivu (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 "myStudies": Exam, 90 Minutes • Study Format "Distance Learning": Exam, 90 Minutes

Weight of Module

see curriculum

Module Contents

Big Data Technologies

- Data types and data sources
- Databases
- Modern storage frameworks
- Data formats
- Distributed computing

Data Utilization

- Pattern recognition
- Natural language processing
- Image recognition
- Detection and sensing
- Problem-solving
- Decision-making

Learning Outcomes

Big Data Technologies

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.

Data Utilization

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Master Programmes in the IT & Technology field

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

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Guideline
☑ Intensive Live Sessions/Learning Sprint	☑ Video	
☑ Creative Lab		
☑ Recorded Live Sessions		

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, GPDR

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 myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Course Book	☑ Online Tests

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Ulrich Kerzel (Data Science) / Prof. Dr. Andrew Adjah Sai (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 • Study Format "myStudies": 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	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Master Programmes in the IT & Technology field

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

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
	☑ Slides	

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
	☑ Slides	

Analytical Software and Frameworks

Course Code: DLMBDSA02

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

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

- Konstantinos Domdouzis, Peter Lake, & Paul Crowther. (2021). Concise Guide to Databases: A Practical Introduction: Vol. Second edition Konstantinos Domdouzis, Peter Lake, Paul Crowther. Springer.
- Perkins, L., Redmond, E., & Wilson, J. R. (2018). Seven Databases in Seven Weeks: A Guide to Modern Databases and the NoSQL Movement: Vol. Second edition. Pragmatic Bookshelf.
- Keith Gordon. (2022). Principles of Data Management: Facilitating Information Sharing: Vol. Third edition. BCS, The Chartered Institute for IT.
- Mahanti, R. (2019). Data quality: dimensions, measurement, strategy, management, and governance /. ASQ Quality Press.
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- Latifian, A. (2022). How does cloud computing help businesses to manage big data issues. Kybernetes, 51(6), 1917–1948.
- Wolfram Wingerath, Norbert Ritter, & Felix Gessert. (2019). Real-Time & Stream Data Management: Push-Based Data in Research & Practice. Springer.
- Alka Jarvis, Jose Johnson, & Prakash Ananad. (2022). Successful Management of Cloud Computing and DevOps. ASQ Quality Press.
- Golightly, L., Chang, V., Xu, Q. A., Gao, X., & Liu, B. S. (2022). Adoption of cloud computing as innovation in the organization. International Journal of Engineering Business Management, 14, 1–17.
- J. Dinesh Peter, Amir H. Alavi, & Bahman Javadi. (2018). Advances in Big Data and Cloud Computing: Proceedings of ICBDCC18 (Vol. 1st ed. 2019). Springer.
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- Andreas Meier, & Michael Kaufmann. (2019). SQL & NoSQL Databases: Models, Languages, Consistency Options and Architectures for Big Data Management. Springer Vieweg.
- Lindsay, D., Gill, S. S., Smirnova, D., & Garraghan, P. (2021). The evolution of distributed computing systems: from fundamental to new frontiers. Computing, 103(8), 1859–1878.
- Rashmi Ranjan Rout, Soumya Kanti Ghosh, Prasanta K. Jana, Asis Kumar Tripathy, Jyoti Prakash Sahoo, & Kuan-Ching Li. (2022). Advances in Distributed Computing and Machine Learning: Proceedings of ICADCML 2022. Springer.
- Rehman, T. B. (2018). Cloud computing basics. Sterling, VA: Stylus Publishing, LLC.
- M. Tamer Özsu, & Patrick Valduriez. (2019). Principles of Distributed Database Systems. Springer.
- Cloud networking and storage. (2020). CompTIA Cloud Essentials+ Study Guide; Page 35-76.
- Robert Johansson. (2018). Numerical Python: Scientific Computing and Data Science Applications with Numpy, SciPy and Matplotlib. Apress.
- Ashwin Pajankar, & Aditya Joshi. (2022). Hands-on Machine Learning with Python: Implement

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
	☑ Audio	
	☑ Slides	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Course Book	☑ Online Tests

Business Analyst

Module Code: DLMDSEBA

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	▪ DLMDSEBA01 ▪ none	MA	10	300 h

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

Module Coordinator

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

Contributing Courses to Module

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

Module Exam Type

Module Exam	Split Exam
	Business Intelligence I • Study Format "Distance Learning": Written Assessment: Case Study • Study Format "myStudies": Written Assessment: Case Study Project: Business Intelligence • Study Format "Distance Learning": Portfolio • Study Format "myStudies": Portfolio

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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
	☑ Audio	
	☑ Slides	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions

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.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint	☑ Slides	☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Portfolio

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Kevin Brenneman (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

Module Contents

Community Management

- Basics of Community Management
- Types of Communities
- Moderation
- Social Media Governance
- Branded Communities
- Social Media Monitoring

Seminar: The Dark Side of Online Communication

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.

Learning Outcomes

Community Management

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.

Seminar: The Dark Side of Online Communication

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Online & Social Media Marketing	All Master Programs in the Marketing & Communication field

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

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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods

Learning Material
- ☑ Course Book
- ☑ Video
- ☑ Audio
- ☑ Slides

Exam Preparation
- ☑ Online Tests
- ☑ Guideline

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 plattform 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 Algortihms for Mediating Online Interactions. Springer. ▪ Ohlhorst, F. (2013). Big Data Analytics. Turning Big Data into Big Money. John Wiley & Sons.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Seminar

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Research Essay

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Learning Material	**Exam Preparation**
☑ Slides	☑ Guideline

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
see curriculum	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 (DLMMMPCC01)

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

Module Contents

Social Media Creation: Audio, Video/Motion, Text

- Social Media Creation: The Power of Social Media Storytelling
- Creating Compelling Text Content
- Strong Visuals and How to Communicate via Associations
- Video: Mini-Movies for Maximal Emotional Engagement
- Audio & Podcasts: Next Level Content
- Online, Offline and Crossmedial Campaigns & Storytelling

Project: Content Creation

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.

Learning Outcomes

Social Media Creation: Audio, Video/Motion, Text

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.

Project: Content Creation

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Online & Social Media Marketing	All Master Programs in the Marketing & Communication field

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, Infografics 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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Oral Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
	☑ Video	☑ Guideline
	☑ Audio	
	☑ 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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Learning Material	**Exam Preparation**
☑ Slides	☑ Guideline

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
see curriculum	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
	Neuromarketing • Study Format "Distance Learning": Written Assessment: Written Assignment Project: Online Neuromarketing • Study Format "Distance Learning": Oral Project Report

Weight of Module

see curriculum

Module Contents

Neuromarketing

- Introduction, definition and key models in Neuromarketing
- Basics in Neuroscience – how the brain works
- Neuromarketing Tools
- Psychological mechanisms and relevance for Marketing
- Best practice examples
- Application of neuromarketing insights in the design of an online or social media campaign

Project: Online Neuromarketing

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.

Learning Outcomes

Neuromarketing

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.

Project: Online Neuromarketing

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Online & Social Media Marketing	All Master Programs in the Marketing & Communication field

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

Study Format	**Course Type**
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Francisco Tigre Moura (Social Media and Campaign Management) / Andre Döbert (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

Module Contents

Social Media and Campaign Management

- Social Media Advertising
- Social Media Monitoring
- Campaign Planning and -Management
- Owned, Earned and Paid Media
- Strategic and Operational Social Media Management and Marketing

Storytelling in Social Media

- Basics of Storytelling
- Narrative History, Theory, and Research
- Digital Storytelling
- Social Media Storytelling
- Social Media Storytelling and Audience Participation

Learning Outcomes

Social Media and Campaign Management

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.

Storytelling in Social Media

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.

Links to other Modules within the Study Program	**Links to other Study Programs of the University**
This module is similar to other modules in the field of Online & Social Media Marketing	All Master Programs in the Marketing & Communication field

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 todays audiences. A major goal of the course is to 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

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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
	☑ Audio	
	☑ 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, Crossmedia Storytelling, and Participatory Culture

4. Social Media Storytelling and Audience Participation
   - 4.1 Digital Communities and Audiences
   - 4.2 Interaction and Communication
   - 4.3 Collaboration, Co-Creation, and User-Generated Content

5. Storytelling in Practice
   - 5.1 Why, How, What
   - 5.2 Corporate, Brand, and Product Storytelling
   - 5.3 Storytelling in Marketing, Advertising, and PR
   - 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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
	☑ Video	☑ Guideline
	☑ Audio	
	☑ Slides	

Growth Hacking and Conversion Rate Optimization

Module Code: DLMDIMEGHCRO

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Francisco Tigre Moura (Advanced Growth Hacking) / Prof. Dr. Georg Bouché (Project: Conversion Rate Optimization)

Contributing Courses to Module

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

Module Exam Type

Module Exam	Split Exam
	Advanced Growth Hacking • Study Format "Distance Learning": Written Assessment: Case Study Project: Conversion Rate Optimization • Study Format "Distance Learning": Oral Project Report

Weight of Module

see curriculum

Module Contents

Advanced Growth Hacking

- Introduction into Growth Hacking (Definition, Historical Background, Origin, and Requirements)
- Product-Market-Fit
- A/B Testing
- Customer Relationship Management
- Data Analysis
- Case Studies

Project: Conversion Rate Optimization

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).

Learning Outcomes

Advanced Growth Hacking

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'.

Project: Conversion Rate Optimization

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.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Marketing & Sales	All Master Programs in the Marketing & Communication field

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

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Written Assessment: Case Study

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Online Tests
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Guideline
☑ Recorded Live Sessions	☑ Audio	
	☑ 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

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Oral Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Caterina Fox (International Consumer Behavior) / Prof. Dr. Frank Passing (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 "Distance Learning": Exam, 90 Minutes Digital Business Models • 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	Links to other Study Programs of the University
This module is similar to other modules in the fields of Marketing & Sales and Business Administration & Management	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 Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ 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

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 Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam or Written Assessment: Case Study, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
100 h	0 h	25 h	25 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	☑ Guideline
	☑ Slides	

AI and Mastering AI Prompting

Module Code: DLMEAIMAIP

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
see curriculum	Minimum 1 semester	WiSe/SoSe	English

Module Coordinator

Prof. Dr. Claudia Heß (Artificial Intelligence) / Prof. Dr. Gissel Velarde Perez (Project: AI Excellence with Creative Prompting Techniques)

Contributing Courses to Module

- Artificial Intelligence (DLMAIAI01)
- Project: AI Excellence with Creative Prompting Techniques (DLMPAIECPT01)

Module Exam Type

Module Exam	Split Exam
	Artificial Intelligence • Study Format "Distance Learning": Exam, 90 Minutes • Study Format "myStudies": Exam, 90 Minutes Project: AI Excellence with Creative Prompting Techniques • Study Format "Distance Learning": Written Assessment: Project Report

Weight of Module

see curriculum

Module Contents

Artificial Intelligence

- History of AI
- Expert Systems
- Neuroscience
- Modern AI Systems
- AI Application Areas

Project: AI Excellence with Creative Prompting Techniques

In this module, students delve into the world of generative AI applications, creating AI-generated content such as text, images, and videos. They learn to design, analyze, and evaluate different prompting techniques in these systems and apply them within their respective fields of study.

Learning Outcomes

Artificial Intelligence

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.

Project: AI Excellence with Creative Prompting Techniques

On successful completion, students will be able to

- comprehend and implement various prompting techniques in generative AI applications.
- analyze, assess, and combine different prompt techniques for various expected AI outputs.
- implement ethical considerations into the design and execution of various generative AI applications.
- design, implement, and refine effective prompts and their combinations for real-world scenarios through various hands-on exercises.
- showcase creative and innovative thinking and reasoning in the application of advanced prompting techniques to solve multidimensional problems in their specialized area of study.

Links to other Modules within the Study Program	Links to other Study Programs of the University
This module is similar to other modules in the field of Data Science & Artificial Intelligence	All Master Programs in the IT & Technology field

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

Literature

Compulsory Reading

Further Reading

- Chowdhary, K. R. (2020). Fundamentals of Artificial Intelligence. Springer India.
- Russell, S. & Norvig, P. (2022). Artificial intelligence. A modern approach (4th ed.). Pearson Education.
- Ward, J. (2020). The student's guide to cognitive neuroscience. (4th ed.). Taylor & Francis Group.

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
	☑ Audio	
☑ Recorded Live Sessions	☑ Slides	

Study Format myStudies

Study Format	Course Type
myStudies	Theory Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** yes
Type of Exam	Exam, 90 Minutes

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
90 h	0 h	30 h	30 h	0 h	150 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Course Feed	☑ Course Book	☑ Practice Exam
☑ Intensive Live Sessions/Learning Sprint	☑ Video	☑ Online Tests
☑ Recorded Live Sessions	☑ Audio	
	☑ Slides	

Project: AI Excellence with Creative Prompting Techniques

Course Code: DLMPAIECPT01

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

Course Description

In this course, students explore the exciting world of prompting in various generative AI applications. They involve themselves in hands-on exercises that combine various prompting techniques to create new AI-generated content, including text, images, and videos. Through these exercises, students learn how to effectively use, analyze, combine, and assess these systems within their specialized fields of study.

Course Outcomes

On successful completion, students will be able to

- comprehend and implement various prompting techniques in generative AI applications.
- analyze, assess, and combine different prompt techniques for various expected AI outputs.
- implement ethical considerations into the design and execution of various generative AI applications.
- design, implement, and refine effective prompts and their combinations for real-world scenarios through various hands-on exercises.
- showcase creative and innovative thinking and reasoning in the application of advanced prompting techniques to solve multidimensional problems in their specialized area of study.

Contents

- In this course, students engage in a practical application of a generative AI use case by choosing from the options provided in the extensive supplementary guide. The course presents practical examples as study materials and exercises with both individual and combined prompting techniques for open-source text, image, and video generation use cases. The exercises are crafted to inspire and lead students in executing their distinct generative AI use case work and provide guidance on describing the use case and selecting a mixture of prompting techniques. Additionally, students are led to critically evaluate the design, implementation, and the outcomes from both technical and ethical perspectives.

Literature
Compulsory Reading
Further Reading ▪ Dang, H., Mecke, L., Lehmann, F., Goller, S., & Buschek, D. (2022). How to prompt? Opportunities and challenges of zero- and few-shot learning for human-AI interaction in creative applications of generative models. arXiv. https://arxiv.org/pdf/2209.01390.pdf ▪ Epstein, Z., Hertzmann, A., Herman, L., Mahari, R., Frank, M. R., Groh, M., Schroeder, H., Smith, A., Akten, M., Fjeld, J., Farid, H., Leach, N., Pentland, A. S., & Russakovsky, O. (2023). Art and the science of generative AI: A deeper dive. arXiv. https://arxiv.org/pdf/2306.04141.pdf ▪ Gozalo-Brizuela, R., & Garrido-Merchán, E. C. (2023). A survey of generative AI applications. arXiv. https://arxiv.org/pdf/2306.02781.pdf ▪ Wei, J., Wang, X., Schuurmans, D., Bosma, M. Ichter, B., Xia, F., Chi, E. H., Le., Q. V., & Zhou, D. (2023). Chain-of-though prompting elicit reasoning in large language models. arXiv. https://arxiv.org/pdf/2201.11903.pdf

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Project

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Written Assessment: Project Report

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
120 h	0 h	30 h	0 h	0 h	150 h

Instructional Methods	
Tutorial Support ☑ Course Feed ☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	**Exam Preparation** ☑ Guideline

Master Thesis

Module Code: DLMMTHES

Module Type	Admission Requirements	Study Level	CP	Student Workload
see curriculum	See current study and exam regulations (SPO)	MA	15	450 h

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

Module Coordinator

Prof. Dr. Tianxiang Lu (Master Thesis) / Prof. Dr. Tianxiang Lu (Colloquium)

Contributing Courses to Module

- Master Thesis (DLMMTHES01)
- Colloquium (DLMMTHES02)

Module Exam Type

Module Exam	Split Exam
	Master Thesis • Study Format "Distance Learning": Master Thesis (90) • Study Format "myStudies": Master Thesis (90) Colloquium • Study Format "myStudies": Colloquium (10) • Study Format "Distance Learning": 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	Links to other Study Programs of the University
All modules in the Master Program	All Master Programs

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

Study Format	Course Type
Distance Learning	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Master Thesis

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
405 h	0 h	0 h	0 h	0 h	405 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Study Format myStudies

Study Format	Course Type
myStudies	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Master Thesis

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
405 h	0 h	0 h	0 h	0 h	405 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

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

Study Format	Course Type
myStudies	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Colloquium

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
45 h	0 h	0 h	0 h	0 h	45 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline

Study Format Distance Learning

Study Format	Course Type
Distance Learning	Thesis Course

Information about the examination	
Examination Admission Requirements	**Online Tests:** no
Type of Exam	Colloquium

Student Workload					
Self Study	**Contact Hours**	**Tutorial/Tutorial Support**	**Self Test**	**Independent Study**	**Hours Total**
45 h	0 h	0 h	0 h	0 h	45 h

Instructional Methods		
Tutorial Support	**Learning Material**	**Exam Preparation**
☑ Intensive Live Sessions/Learning Sprint ☑ Recorded Live Sessions	☑ Slides	☑ Guideline