Courses in English
Course Description

Department 09 Engineering and Management
Course title Digital Marketing
Hours per week (SWS) 3
Number of ECTS credits 4

Course objective
Students
- Get to know the new conditions of the digital business environment
- Acquire knowledge about changing customer needs in a digital world
- Gain insights on new digital marketing tools: digital marketing research, digital marketing implementation and control
- Get introduced to analytical frameworks for the development and analysis of digital marketing concepts
- Get familiar with the new digital marketing trends

Prerequisites
Introduction to marketing/ technical marketing

Recommended reading
Will be announced before semester start

Teaching methods
Seminar approach

Assessment methods
Project

Language of instruction
English

Name of lecturer
Prof. Dr. Daniela Cornelius

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Link

Course content
- Need for digital marketing
- Digital customer behavior and changing customer needs
- The new digital marketing instruments (4 P’s)
- Importance of digital data collection and analysis (“big data”)
- New concepts for customer touch point management (u.a. usability, design, speed of access)
- Multi-channel management (digital and nondigital channels)
- Analysis, development and assessment of digital marketing concepts across industries

Remarks