### Courses in English

#### Course Description

<table>
<thead>
<tr>
<th><strong>Department</strong></th>
<th>10 Business Administration</th>
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</thead>
<tbody>
<tr>
<td><strong>Course title</strong></td>
<td>Digital Technology: Design; Marketing and Commercialization (MA)*</td>
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<tr>
<td><strong>Hours per week (SWS)</strong></td>
<td>4</td>
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<tr>
<td><strong>Number of ECTS credits</strong></td>
<td>5</td>
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#### Course objective

- Ability to analyze the digital impact for markets and value chains
- Ability to specify e-strategies by applying innovative solutions
- Knowledge of the components of a data driven marketing concept
- Ability to describe the disciplines for digital marketing change, respectively the implementation of cross channel strategies
- Ability to specify a marketing- respectively an e-marketing plan
- Being able to describe best practice online marketing programs and to apply online marketing strategies
- Being able to analyze customer requirements systematically
- Specifying the functionality of a customer oriented shop, application or frontend
- Being able to apply customer centered design principles by addressing the user experience within a customer journey
- Being able to apply key performance indicators to increase the overall e-marketing performance

#### Prerequisites

Basic understanding of E-Commerce/E-Marketing (see Bachelor-Program)

#### Recommended reading

- Additional books and current articles from (reviewed) Journals in the seminar.

#### Teaching methods

- Project work
- Case studies
- Presentation

#### Assessment methods

- Language of instruction: English
- Name of lecturer: Prof. Dr. Klaus Gutknecht
- Email: klaus.gutknecht@hm.edu
- Link
Courses in English
Course Description

Course content
• Market analysis from the perspective of digital change
• E-Marketing strategy
• Marketing, e-marketing conceptualization and implementation
• Customer centered design
• Performance marketing

Applied methods in Economics and Business administration
Analysis models and methods (research and analysis models):
• Analysis of value chains
• Digital impact analysis
• Technology acceptance model (TAM)
• Customer journey analysis and attribution models

Quantitative empirical methods (comparative – statistical, mathematical methods, data analysis):
• Data analysis regarding the effectiveness of marketing measures (e.g. return of marketing investment, cost revenue ratio, conversion rate, cost per acquisition, branding effects)
• Analysis of user behavior (using tracking data onsite and offsite)
• On/offline marketing mix optimization

Qualitative and interpretative methods (expert interviews, polls, standardised surveys):
• Interpretation of market data and the impact of digital change
• Customer requirements analysis (e.g. focus groups)
• Expert interviews

Remarks