Course title	*Digital Marketing Strategy*
Course code	*IP 211*
Module coordinator	*Miriam Heinrich*
Lecturer	*Susan Penrose*
Level of course	*Bachelor*
Recommended prerequisites	*An understanding of the principles of marketing is useful but not essential.*
Type of course	*Lecture*
Weekly lecture hours (SWS)	*2*
ECTS credits	*2,5*
Workload	*in total 60 h, 30 h course attendance, 30 h self-study*
Assessment (grading; pass/fail)	*graded*
Regular cycle	*Each semester*
Language of instruction	*English*
Contents:	*The way that brands and consumers interact is changing. Digital trends are redefining consumer behaviour, specifically, the rise of social and mobile, and content marketing has become a key element of marketing strategy. On this course we will look at how traditional models that explain consumer behaviour and the customer journey have evolved. We shall explore how digital technologies are enabling better targeted approaches to marketing and will study examples of how brands are embracing technology and developing content strategies to create consistent and authentic experiences for their consumers. Unfortunately, not all digital content and campaigns have a positive impact on consumers - the online world being likened sometimes to the "Wild West". This course also equips students to recognise unethical practices in digital marketing communications and to avoid them.*
Learning outcome (competencies):	*After having successfully completed the course, the students should* • *Develop a customer-first mindset that they will be able to apply to all aspects of marketing.* • *Be able to collaborate to solve problems creatively.* • *Understand how brands today are creating multichannel digital strategies to adapt to changes in consumer behaviour.* • *Understand how organic and paid search can help marketers to position brands reach and appeal to consumers in a multi-screen world and how display and video marketing can help them ensure that they reach the right consumers, with the right message, at the right time.*
Teaching methods	⊠*Lecture* ☐*Group work* ☐*Exercises* ☐*Simulation* ☐*Video feedback* ☐*Others:*
Assessment methods	*Presentation*
Recommended reading	*Lecture handouts*
Additional information	
Recognition of credits	