MKT 580
Digital Marketing Strategy

Course Objectives
Businesses worldwide have been facing a fundamental change in the ways that customers interact with companies, brands, and each other. Customers are more socially connected than they ever have been, they expect more from companies and brands, and information reaches them faster than ever before. These developments caused a major shift towards human-centric marketing. The rise of digital technologies has thus fundamentally changed the way companies craft marketing strategies and how marketing creates, communicates, delivers, and exchanges value to customers. In light of these fundamental changes, the overarching goal of this course is to establish a perspective on digital marketing strategies companies can employ to occupy a sustainable position in the age of social, digital, and mobile.

Learning outcome
The course will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities offered by digital technologies for achieving business and marketing goals. The emphasis of this course is on understanding what various digital platforms and tools offer to companies, how to build digital marketing strategies in order to have a solid foundation from which to evaluate opportunities in the digital economy.

Course Registration & Organization
Note: In the fall term, this course is delivered digitally via Zoom. You will find the link to the Zoom session in the room details of this course in Portal² (we use the virtual room “BWL-ZOOM-10” for this course). See also the guides on the use of Zoom at our University by the University IT that provides a good overview on the general process: https://www.uni-mannheim.de/en/it/instructions/zoom/quickstart-guide/

The application process is organized via the Student Portal². For the team work, students will be assigned to a specific team. The team allocation will be communicated during one of the first sessions and on ILIAS. For organizational reasons, team switching is not possible. There will be an introductory session providing detailed information on the course on September 29, 2020. Important information and slides will be posted on the e-learning platform ILIAS. After being admitted to the course, we will add the students to the ILIAS group.

General Information

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Prof. Dr. Sabine Kuester</th>
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<tr>
<td>Course Format</td>
<td>Digital Lecture &amp; Assignment</td>
</tr>
<tr>
<td>Credit Points</td>
<td>6 ECTS</td>
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<tr>
<td>Hours per Week</td>
<td>2 hours</td>
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<tr>
<td>Language</td>
<td>English</td>
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<td>Grading</td>
<td>Written exam in English (60%), Team Presentation (40 %)</td>
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<tr>
<td>Exam Date</td>
<td>December 16, 2020 (60 minutes)</td>
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<td>Term</td>
<td>Fall semester</td>
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<td>Prerequisites</td>
<td>None</td>
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Sebastian Starke, M.Sc.
Contact person / course administrator for MKT 580
e-mail: mkt580@bwl.uni-mannheim.de
Course Components and Grading

This course is a 6 ECTS course composed of a weekly lecture. Once the team project has started on October 06, 2020, it is no longer possible to withdraw from the course without a valid reason (§11 Master's Program Examination Regulations).

Grading Components

Written Exam (60 minutes) 60 %
Case Presentation + Q&A 40 % (with peer evaluation)

Written Exam

At the end of the course, students will take a 60-minute open-book, open-notes online exam consisting of short-answer questions and analytical questions covering relevant lecture material that has been addressed in the lectures.

Note on exam: The exam grade and the pitch grade will make up the final grade. Failing the exam does NOT automatically lead to a resit-exam. Even if the exam is failed, a student might still pass the course.

Case Presentation + Q&A

Each student will work in a team to analyze and present a specific problem of one of the case studies that will be discussed in class. Prepare a PowerPoint presentation and analyze the key issue(s) as indicated in the preparation question(s). Students should prepare this presentation as if they were consultants pitching it to the CEO or Executive Board of the company.

All students are expected to prepare all four case studies and prepare answers for the case questions. In the case sessions itself, we will select content from the submitted student case analyses. The respective team members will be asked to present their ideas during the discussion and in doing so to help derive the learnings from their cases study. As all students are requested to prepare the cases for the case sessions, we create an interactive and constructive learning environment. Presentation will be graded on the soundness of students’ analyses and recommendations and the quality of the contribution to the case discussion.

Deliverables

The final version of the presentation (both as a .ppt and .pdf file) is due to be submitted on the Friday preceding the scheduled case presentation by no later than noon (12 pm) (if the files are too large, students can upload the files to a third-party cloud service and send the link to mkt580@bwl.uni-mannheim.de; and we will confirm the receipt of the files within a working day).

The presentation slides must not exceed 5 slides (plus an additional slide for the cover and an additional slide for sources). On the cover slide indicate course title, term, name of professor, team number, names of team members, title of case, and date. Late submissions will result in a deduction of the presentation grade.

Students are asked to rate their peers for the presentation. For this peer rating, each team member will evaluate the performance of all other team members (preparation and Q&A). Team members with consistently higher evaluations than the other team members will receive a better grade than the rest of the team. A team member’s lower evaluations results in a grade deduction.


**Class Participation**
The class must be prepared to discuss all assigned readings and cases. Students should be prepared to articulate and defend their position when called to do so. Active participation of all students is required and expected. Please be on time as late arrivals disrupt the class.

**Zoom Netiquette**
To make most of the digital course format, we kindly ask that you adhere to the general Zoom (n)etiquette:
- Please use your real first name and surname in Zoom. We reserve the right to remove students who fail to do so.
- Professors are enablers of a student-driven learning process. In order to create a constructive and discussion-friendly learning environment, we ask you to turn on your video and dress appropriately for the course - just as you would appear in person at the University of Mannheim.
- Please set yourself to mute and use the "Ask" function or the chat for questions. We will be happy to answer your questions and then call you to unmute.

**Course Material**
Students will need to purchase a reader which contains the case studies (copyright material).

**Note:** We will explain in detail how we distribute the materials prior to the start of the course.

We will post the lecture slides one week in advance of each class on ILIAS.

**Recommended Reading**
- There is a reader containing the case studies (see above).
- A list of readings will be available for each class.

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**Contact for MKT 580**
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Learning Objectives for Individual Lecture Topics

1/ Marketing and marketing strategy in the digital economy
   You understand the shift to human-centric marketing, the paradoxes of marketing to the connected customer, and marketing strategy implications of moving from the traditional to the digital economy.

2/ Theoretical foundations
   You will get to know theoretical concepts and principles pertaining to digital marketing strategy including the five As and the O-Zone.

3/ Digital disruption and digital business models
   You will gain insights on the impact of how digital technology is transforming business and which impact this transformation has especially for established firms. You familiarize yourself with forms of digital business models.

4/ Digital platforms and ecosystems
   New digital platforms and ecosystems have emerged representing game changers in a number of industries. This session will focus on the characteristics of platforms and how companies can leverage this new type of business model to create value to their customers.

5/ The long tail
   Digitalization has changed the commercial landscape: Online marketplaces such as eBay and Netflix now have infinite virtual shelf space available and can provide niche offerings – the long tail – that are more closely tailored to the customers’ needs. In this session, you will gain insights on the theoretical concept of the long tail.

6/ Leveraging online social networks
   You will be proficient in the social aspect of commerce including how to leverage online social networks.

7/ Digital marketing metrics
   You will be introduced to the tools used to measure and improve digital marketing effectiveness and you will learn how firms can develop suitable processes to collect measures for digital marketing effectiveness.

8/ Customer experience in digital contexts
   You learn ways to leverage customer experience in digital contexts including, for example, personalized mobile marketing and chatbot interactions.

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Course Outline

Lectures take place on **Tuesday from 1:45 pm to 3:15 pm (GMT+2) via Zoom** in the virtual room “BWL-ZOOM-10”.

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<tr>
<th>#</th>
<th>Date</th>
<th>Lectures</th>
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<tbody>
<tr>
<td>1</td>
<td>September 29, 2020</td>
<td>Kick-Off: Introduction to the course</td>
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<tr>
<td>2</td>
<td>October 06, 2020</td>
<td>Marketing and marketing strategy in the digital economy</td>
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<tr>
<td>3</td>
<td>October 13, 2020</td>
<td>Theoretical foundations</td>
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<td>4</td>
<td>October 20, 2020</td>
<td><strong>Case #1</strong>: The Tate’s Digital Transformation</td>
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<td>5</td>
<td>October 27, 2020</td>
<td>Digital disruption and digital business models</td>
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<td></td>
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<td>Digital platforms and ecosystems</td>
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<td>6</td>
<td>November 03, 2020</td>
<td><strong>Case #2</strong>: TBD</td>
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<td>7</td>
<td>November 10, 2020</td>
<td><strong>Guest lecture #1</strong>: TBD</td>
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<td>8</td>
<td><strong>Recorded</strong></td>
<td>The long tail</td>
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<tr>
<td>9</td>
<td>November 17, 2020</td>
<td><strong>Case #3</strong>: Spotify</td>
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<tr>
<td>10</td>
<td>November 24, 2020</td>
<td>Leveraging online social networks</td>
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<td></td>
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<td>Digital marketing metrics</td>
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<tr>
<td>11</td>
<td>December 01, 2020</td>
<td><strong>Case #4</strong>: Predicting Consumer Tastes With Big Data at Gap</td>
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<tr>
<td>12</td>
<td>December 08, 2020</td>
<td>Customer experience in digital contexts</td>
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<td>Outlook: What is yet to come?</td>
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<td></td>
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<td><strong>Guest lecture #2</strong>: Andrew Wong, Quoine (Tokyo, Japan)</td>
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The final course outline will be communicated prior to the end of the registration period.

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