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.

General Information

Lecturer	Prof. Dr. Sabine Kuester
Course Format	Hybrid (in-person + digital) Lecture & Assignment
Credit Points	6 ECTS
Hours per Week	2 hours
Language	English
Grading	Written exam in English (60%), Team Presentation (40 %)
Exam Date	16 December (60 minutes)
Term	Fall semester
Prerequisites	None
Range of Application	M.Sc. MMM, M.Sc. MMBR, M.Sc. Bus. Edu., M.Sc. Bus. Inf., M.A. K&W, M.Sc. Econ.

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, at the moment we are planning a hybrid format for the course (in-person + digital). You will find the link to the Zoom session in the room details of this course in Portal². 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. 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.

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CHAIR OF MARKETING & INNOVATION
PROFESSOR DR. SABINE KUESTER

Aleksandar Blečić, M.Sc.

Contact person / course administrator for MKT 580

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Course Components and Grading

This course is a 6 ECTS course composed of a weekly lecture. Once the team project has started in the second week of the course, 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 synchronous online exam consisting of short-answer questions and analytical questions covering relevant 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 Analysis + 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. The respective team members will be asked to present their ideas during the discussion and in doing so help to derive the learnings from their case studies. 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 (format 4:3!) *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 result in a grade deduction.

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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 hybrid 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.
- Supplementary reading: Chaffey, D and Ellis-Chadwick, F., 2016. Digital marketing: strategy, implementation, and practice (6th ed.) Pearson Education, Harlow, Essex.

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Learning Objectives for Individual Lecture Topics

1/ Marketing and marketing strategy in the digital economy
You will 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

Currently, we are planning a hybrid teaching format (in-person + digital). You can find the Zoom link and the classroom in Portal 2. All lectures will be held on Tuesdays at B4 (1:45 – 3:15 pm).

#	Date	Lectures
0	7 September 2021	Kick-Off: Introduction to the course
1	14 September 2021	Marketing and marketing strategy in the digital economy
2	21 September 2021	Theoretical foundations
3	28 September 2021	*Case #1*: The Tate's Digital Transformation
4	5 October 2021	Digital disruption and digital business models Digital platforms and ecosystems
5	12 October 2021	*Case #2*: China's Tencent: Leading the Way in Monetizing Platforms
6	19 October 2021	The long tail
7	26 October 2021	*Guest lecture #1: Andrew Wong, Chief Operating Officer, Soramitsu Group (Japan)*
8	2 November 2021	*Case #3*: Spotify
9	9 November 2021	Leveraging online social networks Digital marketing metrics
10	16 November 2021	*Guest lecture #2: Dirk Ziegeler, Head of SAP AppHaus EMEA/MEE, SAP Technology & Innovation (T&I)*
11	23 November 2021	*Case #4*: Predicting Consumer Tastes With Big Data at Gap
12	30 November 2021	Customer experience in digital contexts Looking into the future Q&A

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