

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 ever, 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 with 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 customer approaches.

Learning outcome

The course will equip students with the relevant knowledge, perspectives, and some 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 how to build digital marketing strategies and how to evaluate opportunities in the digital economy. Search engine optimization/advertising (SEO/SEA) is not a part of this course.

Course Registration & Organization

The application process for participating in the course is organized via the Student Portal². For the team project, 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.

General Information



Lecturer	Prof. Dr. Sabine Kuester
Course Format	In-person Lecture & Assignment
Credit Points	6 ECTS
Hours per Week	2 hours
Language	English
Grading	Written exam in English(50%), Group project & presentation(50 %)
Exam Date	Tbd (60 minutes)
Term	Fall semester
Prerequisites	None
Range of Application	M.Sc. MMM, M.Sc. Bus. Edu., M.Sc. Bus. Inf., M.Sc. Econ.



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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)	50 %
Team presentation	50 % (with peer evaluation)

Written Exam

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

Note on the 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.

Team project

Each student will work in a team to develop and present a digital customer journey for a company or organization. Team members are expected to collaborate closely in order to understand the problem and challenges of the end user, come up with creative solutions, and test their ideas. In the last two sessions, teams will present their projects and their learnings. Each team should prepare a PowerPoint presentation as if they were consultants pitching it to the CEO or Executive Board of the company.

All students are requested to be present during all team presentations. This way, we create an interactive and constructive learning environment. Presentations will be graded on the soundness of students' analyses and recommendations and the quality of the contribution to the discussion.

Team project specification

You work together as a consultancy team to develop a digital marketing strategy for your client, the University of Mannheim. Specifically, the university requires your help in creating an effective onboarding experience for the incoming students of the Mannheim Master in Management (MMM) program.

Using a design thinking approach, the task of your team is to develop and propose a customer journey to the university, that facilitates and meets the needs of the new MMM students. This customer journey should address the questions such as (but not limited to): what are the most important student challenges before and right after coming to the university? Which uncertainties do they face? How can you best engage incoming students and make them feel part of the university community early on?

To implement your task, there are some basic steps that your team needs to take. You need to 1) understand the main challenges new MMM students face, 2) create ideas for solving the challenges, 3) test your ideas using feedback from actual students, and 4) make recommendations for your client.



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Deliverables

The final version of the presentation (both as a .ppt (format 4:3!) *and* .pdf file) is due to be submitted on **17 November, 2023 at noon (12 pm)** at the latest, via ILIAS under the respective task.

The presentation must not exceed 3 slides (plus an additional slide for the cover and an additional slide for sources). On the cover slide, indicate the course title, term, name of professor, team number, names of team members, and date. Late submissions will result in a deduction of the presentation grade. Presentation time should not exceed 8 minutes, and the presentation will be followed by a 5-minute Q&A session.

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. 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.

On 10 October, 2023, there will be a mid-term report submission for which teams are required to submit **one slide**. The purpose of this report is to give the teams a chance to receive feedback on their current project stage. This report should be submitted via ILIAS under the respective task on **09 October, 2023, at noon (12 pm)** at the latest.

Class Participation

Students must be prepared to discuss all assigned readings and cases. Active participation of all students is required and expected. Please be on time, as late arrivals disrupt the class.

Course Material

Students will need to purchase a digital reader which contains the copyrighted materials (Price: 6.00 EUR). The distribution of the materials will be explained in detail prior to the start of the course.

Lecture slides will be posted before each class on ILIAS.

Recommended Reading

- A list of readings will be available for each class.
- Supplementary readings:
 - Chaffey, D. and Ellis-Chadwick, F., 2022. Digital marketing: strategy, implementation, and practice (8th ed.). Pearson Education, Harlow, Essex.
 - Kotler, P., Kartajaya H. and Setiawan I., 2021. Marketing 5.0: Technology for Humanity (1st ed.). John Wiley & Sons, Hoboken, New Jersey.

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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/ Customer experience in digital contexts

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

4/ 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.

5/ 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.

6/ 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.

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.

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Course Outline*

The classroom for the course is **O 133 KPMG Hörsaal (Schloss Ostflügel)**.

All lectures will be held on Tuesdays at B4 (1:45 – 3:15 pm).

#	Date	Lectures
	5 September 2023	Kick-Off: Introduction to the course
1	12 September 2023	Marketing and marketing strategy in the digital economy Introduction to design thinking
2	19 September 2023	Theoretical foundations Introduction to team project
3	26 September 2023	Amazon vs. Walmart case discussion
4	03 October 2023	<i>Public holiday</i>
	10 October 2023	Customer experience in digital contexts Team project mid-term report submission
5	17 October 2023	Guest lecture: SAP AppHaus (ExpLAB, UB Schneckenhof)
6	24 October 2023	Digital disruption and digital platforms
7	31 October 2023	The long tail (no in-person lecture; recording posted on ILIAS)
8	7 November 2023	Team project Q&A Spotify case discussion
9	14 November 2023	Digital marketing metrics
10	21 November 2023	Team presentations (ExpLAB, UB Schneckenhof)
11	28 November 2023	Team presentations (ExpLAB, UB Schneckenhof)
12	05 December 2023	Wrap-Up

* Subject to change.

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