

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, we will assign students to teams and communicate the team allocation during one of the first sessions and on the e-learning platform ILIAS. For organizational reasons, team switching is not possible. There will be an introductory session providing detailed information on the course. We will post important information and provide slide material on 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%), Team project & presentation(50 %)
Exam Date	TBA (60 minutes)
Term	Fall semester
Prerequisites	None
Range of Application	M.Sc. MMM, M.Sc. Bus. Edu., M.Sc. Bus. Inf., M.Sc. Econ.



MKT 580

Digital Marketing Strategy

Course Components and Grading

This course is a 6 ECTS course composed of a weekly lecture. Once the team project has commenced in the second week of the course, students withdrawing from the course without valid reason, will fail the course ([§11 Master's Program Examination Regulations](#)).

Grading Components

Written Exam (60 minutes)	50 %
Team project	50 % (with peer evaluation)

Written Exam

At the end of the course, students will take a 60-minute closed-book 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 to understand the problems and challenges of the end user, devise creative solutions, and test their ideas. At the end of the course, teams will present their projects. Each team should prepare a presentation as if they were consultants pitching it to the CEO or Executive Board of the company.

Team project specification

You work as a consultancy team tasked with the development of a new offering for Uber. Currently, Uber offers services such as ridesharing, scooters, and food delivery. Your assignment is to conceptualize and propose an extension to Uber's portfolio of offerings that aligns with the brand and enhances its market presence.

Using a design thinking approach, your team will develop and propose a new offering that fits into Uber's existing ecosystem. This extension should address potential gaps in the market, meet emerging consumer needs, and leverage Uber's strengths and capabilities. Consider questions such as (but not limited to): What are the unmet needs of Uber's current customers? How can Uber leverage its existing platform and technology to offer new services? What trends in urban mobility, technology, and consumer behavior could Uber tap into?

To implement your task, there are some basic steps that your team needs to take. To implement your task, follow these steps:

- 1. Understand the Market and Consumer Needs:** Research and analyze the market and Uber's current consumer base to identify needs and pain points of a chosen persona.
- 2. Create Ideas for Solving Challenges:** Brainstorm and develop innovative ideas to address identified challenges.
- 3. Test Your Ideas:** Use feedback from current Uber users and potential customers to validate and refine your ideas.
- 4. Make Recommendations:** Formulate actionable recommendations for Uber based on your findings and validated ideas.



MKT 580

Digital Marketing Strategy

Deliverables

A mid-term report submission for which teams are required to submit **one slide**. The purpose of this report is to provide teams with an opportunity to receive feedback on their current project stage. This report should be submitted via ILIAS under the respective task by **8 October 2024, at noon (12 pm)** at the latest.

The final version of the presentation, in both .ppt (format 4:3!) *and* .pdf files, is due for submission on **11 November 2024, at noon (12 pm)**, via ILIAS under the respective task. The cover slide should include the course title, term, name of the professor, team number, names of team members, and the date. Late submissions will result in a deduction of the presentation grade. The presentation time should not exceed 10 minutes, and the presentation will be followed by a 5-minute Q&A session.

Students are required to rate their peers for the presentation. Each team member will evaluate the performance of all other team members. Team members with consistently higher evaluations than the others will receive a higher grade than the rest of the team. Conversely, team members with consistently lower evaluations will receive a lower grade.

Presentations will be graded based on the soundness of the teams' analyses and recommendations and the quality of their presentations. Grading criteria are divided into task-specific and presentation-specific categories. Task-specific criteria include market understanding and analysis, solution desirability, innovation and creativity, quality of testing and iteration, and strategic fit. Presentation-specific criteria encompass presentation style, slide design, adherence to guidelines, and audience engagement.

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.

All students must be present during all team presentations to foster an interactive and constructive learning environment.

Course Material

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

Contact for MKT 580

e-mail: mkt580.bwl@uni-mannheim.de



MKT 580

Digital Marketing Strategy

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 the 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 will learn about the digital customer journey and ways to leverage customer experience in digital contexts including, for example, chatbot interactions. Further, you will receive insights into AI applications but also AI misuses.

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.

MKT 580

Digital Marketing Strategy

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
0	3 September 2024	Kick-Off: Introduction to the course
1	10 September 2024	Marketing and marketing strategy in the digital economy Introduction to design thinking
2	17 September 2024	Theoretical foundations Introduction to team project
3	24 September 2024	Guest lecture: SAP AppHaus, Beate Riefer (ExpLAB, UB Schneckenhof): Design thinking workshop
4	1 October 2024	Amazon vs. Walmart case discussion
5	8 October 2024	Customer experience in digital contexts Team project mid-term report submission
6	15 October 2024	Guest lecture: Kaiser X Labs, Dr. Sergej von Janda: Designing digital customer experiences
7	22 October 2024	Digital disruption and digital platforms
8	29 October 2024	Digital marketing metrics Information on team presentations
9	5 November 2024	The long tail (no in-person lecture; recording posted on ILIAS)
10	12 November 2024	Team presentations (ExpLAB, UB Schneckenhof)
11	19 November 2024	Team presentations (ExpLAB, UB Schneckenhof)
12	26 November 2024	Spotify case discussion
13	03 December 2024	Course Wrap-up

* Subject to change.

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