UNIVERSITY OF MANNHEIM
Business School

CHAIR OF QUANTITATIVE MARKETING AND CONSUMER ANALYTICS

Marketing Communication (MKT 614) – Digital Marketing Analytics

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Consultancy hours: After class, by appointment

Course Objectives

This course is designed to introduce you into the field of marketing communications and communication management. The emphasis will be on the role of advertising, especially in the digital sphere and other promotional mix elements in the integrated marketing communications program of an organization. The development of a marketing communications program requires an understanding of the overall marketing process, customer behavior, and communications theory. Attention will be given to the various marketing communication tools used in contemporary marketing including advertising, direct marketing, the Internet and social media. We will examine the process by which integrated marketing communications programs are developed, executed, and measured as well as the various factors and considerations that influence this process. The lecture will be enriched by numerous in-class exercises and discussions, case studies, and practice talks.

The lectures on " Marketing Communication" cover the following topics:
1. Introduction to Marketing Communications (Management)
    a. The Nature of Communication
    b. Fundamentals of Marketing Communications
    c. Designing an Integrated Marketing Communications Strategy
2. Psychology of Communications
    a. Theoretical Foundation
    b. Perspectives on Consumer Behavior
3. New Forms of Interaction
    a. Variety of New Communication Forms and the Digital Economy
    b. Customer Experience along the Customer Journey
    c. Online-Offline Interaction and the Omni-Channel World
    d. Paradigm Change in Consumption Behavior: Mobile

4. Measuring the Impact of Communications
    a. Introduction to Performance Metrics
    b. Performance Metrics in Online Communications
    c. Attribution Modelling
    d. A/B Testing
5. Paid, Owned and Earned Media
    a. Paid Media
    b. Owned Media
    c. Earned Media

Tentative Lecture Outline

Date	Topic
May 15, 2020 **08:30 – 17:00** (O 151)	I. Introduction to Marketing Communications (Management) II. Psychology of Communications
May 16, 2020 **09:30 – 16:00** (O 151)	III. New Forms of Interaction Practice Talk (L'Oréal)
May 22, 2020 **09:30 – 16:00** (M 003)	IV. Measuring the Impact of Communications V. Paid, Owned and Earned Media
May 23, 2020 **09:30 – 16:00** (B 144 in A5, 6)	V. Paid, Owned and Earned Media Practice Talk (Procter & Gamble)

Relevant Literature

▪ Advertising and Promotion (11th edition, 2018) by George E. Belch & Michael A. Belch. Publisher: McGraw-Hill Irwin