

Course Description “Digital Marketing” – BA-MARKET 9 (D)

Prof. Dr. Fabian Eggers

The Internet and other information technologies have created many interesting and innovative ways to provide customer value since its inception in 1969. Web sites for marketing communication and customer support; one-to-one communication to many different receiving devices; consumer behavior insights based on offline and online data combination; a single-minded focus on ROI and associated performance metrics are all important strategies. The social media provide perfect platforms for connecting with today’s consumer: High readership blogs, social networks and online communities give consumers the opportunity to be heard in large numbers, and smart marketers have learned how to tap into these “citizen journalists” for improving products and marketing communication.

The course starts with the basics of digital marketing, including current trends, different levels of digital marketing implementation in companies and the difference between inbound and outbound marketing. The context of digital marketing is discussed, namely entrepreneurial marketing, customer relationship management and the customer experience. We will cover the digital sales funnel, the different tools used to “move” the user through this funnel and instruments to measure success. Students will learn how to use Google Analytics and HubSpot. The last chapter of this course blends the online with the offline world: Here we cover the physical delivery of value.