

You love to travel, meet and work with foreign students?

You always wanted to study at a renowned, world-leading
US *and* German university?

Your student exchange abroad has been cancelled
due to Covid-19?

Then join us and let us turn challenge into opportunity

Global Classroom 2.0 presents the course

“Digital Marketing”

As strategic partner institutions, the UC Davis and the University of Hamburg turn the challenges posed by the current Covid-19 pandemic into an opportunity for a new digital format of student exchange.

This new course format enables students from different continents to learn

- in an international environment
 - in internationally composed teams
 - working in cross-cultural teams
 - through digital media
 - at a higher level of international integration
 - at two world class institutions of higher education
- at a new scale.

Partnering Institutions:

[Graduate School of Management at UC Davis](#)

[Hamburg Business School at UHH](#)

Course Details

Course IDs: MGT 239 - CRN 54124 (UCD) LV-Nr. 85-407 (UHH)

Responsible: Prof. Dr. Kay Peters, UHH

Co-Instructor: Prof. Dr. Ashwin Aravindakshan, UC Davis

Capacity: up to 20 students from each business school (max. of 40 students in total)

Registration:

- The course is open for application to all Master students in business or related degrees at both partner institutions (see local details).
- If applications exceed available capacity, the respective registrar/student office will coordinate the selection process according to existing rules.
- The course will be mutually acknowledged and accredited by both business schools.
- Students can choose to receive their credits locally or from the partnering institution, but credits count towards their local degrees.
- Please note that due to the extensive group work attendance is required.

- UCD students register through RAPS
- UHH students register via STINE (Sep 1, 9am – Sep 8, 1pm)

Schedule: Fall Quarter (UCD) Winter Semester 20/21 (UHH)

- Start: Oct 1, 2020 End: Dec 10, 2020
- Thursdays, 9-12n (CA time) 6-9pm (DE time; Oct 29: 5-8pm)

Structure & Content:

- The course consists of lecture parts, individual essays, and to a large extent of team work on case studies and a group project (designing and implementing a digital media campaign).
- Group work on case studies and the group project will be done in 8 teams of 5 students. These teams comprise students from both schools.
- Instruction will be in English and online-only via Zoom.

Graded Course Deliverables for Students (excerpt, see local systems for details):

Individual Grades (60%)

- Participation Scores 15%
- 2 Essays of 3 pages (2x 15%) 30%
- Peer Group Evaluation (15%) 15%

Group Grades (40%)

- Group Case Presentations (4 presentations) 15%
- Group Project Dig. Media Campaign (Report) 25%