



FH Salzburg

Course Syllabus

Study programm	Business Management
Course code	BWIB5DMAIL
Course title	Digital Marketing
Term / year of study when the course is delivered	Fall/Winter Term
Cycle	1st cycle
ECTS credits / contact hours	3 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	B2 level in English, basic understanding of the principles of marketing
Language of instruction	English
Course content	<p>Digital has revolutionized the interactions between firms and consumers along this journey. It offers are powerful tools to reach consumers along the funnel: online display ads and corporate websites raise awareness, e-mailings and e-commerce facilitate conversion, and social media both energizes and retains customers.</p> <p>Overarching course objective is to stimulate student interest in the implementation of digital marketing tools and critically discuss the usefulness, impact and control of these instruments.</p> <ul style="list-style-type: none">• Introduction• Corporate Websites

**Technology
Health
Media**

	<ul style="list-style-type: none"> • E-Commerce • E-Mail Marketing • Online Ads • Social Media 															
Learning outcomes	<p>After attending this course, the student</p> <ul style="list-style-type: none"> • Understands the principles of online marketing and its implications for corporate success. • Knows a variety of criteria to measure the success of online marketing and how to use them. • Can classify diverse corporate online marketing activities based on knowledge acquired in the course and design such activities for practical implementation. 															
Learning methods	Interaction in class, case studies, presentations															
Assessment methods & criteria	<ul style="list-style-type: none"> • Participation in Class 10% • Presentation of Case Study 40% • Written Test 50% 															
Grading Scale	<table> <tr> <td>1</td> <td>Excellent</td> <td>100 - 93%</td> </tr> <tr> <td>2</td> <td>Good</td> <td>83 - 92%</td> </tr> <tr> <td>3</td> <td>Good average</td> <td>70 - 82%</td> </tr> <tr> <td>4</td> <td>Below average</td> <td>50 - 69%</td> </tr> <tr> <td>5</td> <td>Insufficient</td> <td>< 50%</td> </tr> </table>	1	Excellent	100 - 93%	2	Good	83 - 92%	3	Good average	70 - 82%	4	Below average	50 - 69%	5	Insufficient	< 50%
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3	Good average	70 - 82%														
4	Below average	50 - 69%														
5	Insufficient	< 50%														
Recommended resources	<ul style="list-style-type: none"> • Chaffey, Dave. E-Business and E-Commerce Management, Strategy, Implementation & Practice, Prentice Hall, 2009: E-Business and E-Commerce Management, Strategy, Implementation & Practice. Vol. 1. Bukupedia, 2009. • Hanlon, Annmarie. Digital Marketing: Strategic Planning & Integration. SAGE Publications Limited, 2019. 															
Attendance	75%															



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