

<b>Marketing &amp; Innovationsmanagement (M.Sc.)</b>	
<b>Integrated Marketing Strategy</b>	
<b>Module number</b>	M-11
<b>Person responsible</b>	Prof. Dr. Kai Widdecke
<b>Duration of the module</b>	1 Semester
<b>Semester</b>	1st Semester
<b>Frequency of the module</b>	Summer semester
<b>Credits (CP)</b>	6
<b>Semester hours per week (SHW)</b>	4
<b>Workload</b>	180 h (6CP * 30h) Contact hours: 51 h Self-study: 180 h – 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	None
<b>Recommended prior knowledge for the module</b>	None
<b>Teaching language</b>	<b>English</b>
<b>Competencies gained / Learning outcome</b>	The students are able to plan and develop marketing strategies in the context of digitalization  by understanding consumer behavior in the use of digital media, mastering methods of strategic planning and brand management, and applying these skills particularly in digital environments.  This equips them to independently develop marketing strategies as leaders or entrepreneurs.
<b>Content of the module</b>	<ul style="list-style-type: none"> <li>• Strategic analysis and frameworks</li> <li>• Methods of strategic marketing planning</li> <li>• Digital business models and entrepreneurship</li> <li>• Brand management in the digital age</li> <li>• Characteristics, opportunities, and risks of online marketing channels</li> <li>• Artificial intelligence in marketing</li> </ul>
<b>Applicability of the module</b>	Marketing & Innovation Management, M.Sc. programme. Recommended for all modules of the programme.

<p><b>Requirements for the award of credit points</b> <b>(Study and exam requirements)</b></p>	<p>Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung)</p> <p>Further possible examination performance (EP): Oral examination (Mündliche Prüfung), Report (Referat)</p> <p>The type of examination will be announced by the lecturer at the beginning of the course.</p>
<p><b>Corresponding courses</b></p>	<p>none</p>
<p><b>Learning and teaching types</b></p>	<p>Tuition in seminars</p>
<p><b>Literature (latest editions)</b></p>	<p>Homburg, Ch.: Marketingmanagement - Strategie - Instrumente - Umsetzung - Unternehmensführung, Springer Gabler.</p> <p>Kotler, Ph., Keller, K: Marketing Management Global Edition, Pearson Education</p>

<b>Marketing &amp; Innovationsmanagement (M.Sc.)</b>	
<b>Integrated Marketing Tools</b>	
<b>Module number</b>	<b>M-21</b>
<b>Person responsible</b>	Prof. Dr. Kai Widdecke
<b>Duration of the module</b>	1 Semester
<b>Semester</b>	2nd Semester
<b>Frequency of the module</b>	Winter semester
<b>Credits (CP)</b>	6
<b>Semester hours per week (SHW)</b>	4
<b>Workload</b>	180 h (6CP * 30h) Kontaktzeit: 51 h Self-study: 180 h - 51 h = 129 h
<b>Type of module</b>	Mandatory
<b>Required prerequisites for the module</b>	---
<b>Recommended prior knowledge for the module</b>	Integrated Marketing Strategy
<b>Teaching language</b>	English
<b>Competencies gained / Learning outcome</b>	Building on the "Marketing Strategy" module, students are able to utilize marketing tools  by understanding and applying instruments of both digital and traditional marketing, as well as assessing the impact of AI developments.  This enables them, as leaders or entrepreneurs, to effectively use marketing tools for optimal customer engagement.
<b>Content of the module</b>	<ul style="list-style-type: none"> <li>• Instruments of digital marketing</li> <li>• Automated marketing tools</li> <li>• Digital solutions in traditional marketing</li> <li>• Website design and conversion rate optimization</li> <li>• Advancement of marketing tools through AI</li> </ul>

<b>Applicability of the module</b>	Marketing & Innovation Management, M.Sc. programme. Recommended for all modules of the programme.
<b>Requirements for the award of credit points</b> <b>(Study and exam requirements)</b>	Regular form of the module examination performance (EP): Portfolio examination (Portfolio-Prüfung) Further possible examination performance (EP): Oral examination (Mündliche Prüfung), Report (Referat) The type of examination will be announced by the lecturer at the beginning of the course.
<b>Corresponding courses</b>	IMT 1 IMT 2
<b>Learning and teaching types</b>	Tuition in seminars
<b>Literature (latest editions)</b>	Kotler, P. Kartajaya, H., Setiawan, I.: Marketing 5.0 - Technology for Humanity, Wiley.  Chaffey, D., Ellis-Chadwick, F.: Digital Marketing. Prentice Hall