

Bachelor degree course International Management Studies in the Baltic Sea Region (BMS)
Description of the module valid as of WS 2022/2023

Modul-Nr./ Module Code	BMSB6200
Modulbezeichnung / Module title	e-Marketing
Semester / Trimester	6 th
Dauer des Moduls / Duration of the module	1 Semester
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)
Ggfs. Lehrveranstaltungen des Moduls / if applicable: sub-modules	-
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)
Zugangsvoraussetzungen / Prerequisites for attending	Recommendable: Successful completion of BMS foundation courses
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	The module is designed to provide students with a sound understanding of current marketing trends on the internet and selected other innovative forms (e.g. mobile marketing).
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS credits / Number of ECTS credits	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)
SWS / Semester periods per week	4
Art der Prüfung / Assessment methods	Project work with a documentation (6.000 words) and a presentation (20 minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	<p><u>Knowledge & Understanding:</u> The module is designed to provide students with the necessary knowledge and skills in the field of electronic marketing to understand the current trends thoroughly and work effectively with them. Particular attention is paid to the practice of usability of internet portals and online advertising.</p> <p><u>Applying knowledge & understanding</u> Lectures, case studies, class discussions, projects</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about e marketing issues.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p>

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	<p><u>Learning skills</u> The module provides the necessary skills needed to study further with a high level of individual autonomy.</p>
Inhalte des Moduls / Syllabus	Basic forms of e-marketing – technological developments – current developments – usability on the internet – online advertising – mobile marketing.
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lectures, case studies, class discussions, projects.
Besonderes / Special features	-
Literatur / Literature	<p>Hollensen, S. , <i>Global marketing – a market-responsive approach</i>, Prentice-Hall Europe, London.</p> <p>Hanlon, A., <i>Digital marketing: strategic planning and integration</i>, Sage Publication, London.</p> <p>Moriarty, Mitchell, Wood, Welles, <i>Advertising and IMC – Principles and Practice</i>, Pearson, London.</p> <p>Simon, H., <i>Hidden champions of the 21st century</i>, HBS Press, Boston, MA.</p> <p>Voshmgir, S., <i>Token Economy: how blockchain and smart contracts revolutionize the economy</i>, Blockchainhub, Berlin.</p>