

DIGITAL MARKETING
Summer Term 22
Module M.WIWI-BWL.0153
Kick-off Meeting

Introduction: Team



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Introduction: Kahoot Quiz at the end of today's session

- Please download the Kahoot! App on your smartphone for a non-graded quiz (or go on kahoot.it on your laptop) at the end of the session
- I will display the Code of the quiz at the end of today's session (so be ready and have the app installed)
- Think quick and be accurate
- The first three places can win an Amazon voucher (15 € – 10 € – 5€)
- If you don't want to use your real name, use a nickname (however, make a screenshot of your final score, so that we can identify you, in case you are one of the winners)

Kahoot!



amazon

Introduction: Information and Communication

- Please find general information about the course on **this website**:
<https://tinyurl.com/DMSoSe2k22>
- **Course registration**
 - Registration is possible between **15/04/2022, 4:00 pm** and **01/05/2022, 11:59 pm**
 - Online form on the course's website will be available here: <https://tinyurl.com/DMSoSe2k22>
 - Maximum number of 60 students
- **Lecture:**
 - Every weekday from 27.06.2022 until 08.07.2022, 6:15 - 7:45 p.m.
 - **Room:** Theologicum 1.113
- **Stud.IP is your friend!**
 - Enrollment confirmation and password for Stud.IP will be sent on 02/05/2022. It will provide:
 - Timetable, important short-term announcements, and news
 - Communication platform for this course (forum)
 - Course materials

Introduction: Course Grading – Case Presentation

- Case presentation (2 CP)
 - In a team, you will analyze and present a **real-life** management problem of one of the case studies:
 - We will provide you with a set of questions to guide your case study analysis
 - Your team will play the role of consultants pitching the case to the class: Be convincing!
 - Application of digital marketing concepts to analyze the case
 - Information regarding (random) teammates and case allocation will be communicated via e-mail after registration (02/05/2022)
 - For organizational reasons, team switching is not possible
- Preparation for your presentation
 - On 02/05/2022 you will also get access to a practice case
 - For this practice case, we will present an exemplary solution on 26/05/2022 via Zoom at 4:00 pm



Introduction: Course Grading – Case Presentation (cont.)

- The presentation should not exceed **15 minutes**
- There will be a discussion after the presentation (approx. 10 minutes)
- Every team member **must present and participate** in the discussion
- **Power Point presentation**
 - **Cover page:** Indicate the course title, term, name of professor, team number, names of the team members (in order of presentation), title of case, and date
 - **Clear and concise structure** of the case analysis distinctly showing ...
 - ... an introduction that illustrates problem definition, managerial relevance, and general context, ...
 - ... a conceptual section, ...
 - ... a qualitative or quantitative analyses (if applicable), ...
 - ... and a conclusion with clear implications and recommendations.
- The team presentation will be graded on the soundness of the analyses and discussion, the derived managerial implications, and the overall quality of the presentation (team grade) → We will upload a rubric in due course

Introduction: Course Grading – Final Exam

- **Written final examination (4 CP)**
 - 60 minutes
 - Date: Thursday, 29/07/2022, 10:15 – 11:15 a.m.
Room: ZHG 101
- **Examination requirements**
 - Knowledge and understanding of discussed digital marketing concepts and instruments
 - Theoretical and solution-oriented elaboration of digital marketing instruments
 - Application of digital marketing concepts and methods
- The exam will consist of short-answer, analytical, and short-essay questions covering lecture materials and readings

Introduction: Overview of Next Steps

Course registration via online form on the course's website until 01/05/22 11:59 pm.

Email notifications about registration confirmation status, and password for Stud.IP by 02/05/22. If confirmed, please also register for the exam in FlexNow.

Email notifications about assignments of teams, cases and presentation-dates by 02/05/22. After this date it is no longer possible to withdraw from the course without a valid reason.

Presentation of exemplary solution for the practice case on 26/05/2022 via Zoom at 4:00pm by Johann Giertz, M. Sc.

Your presentations will be held in a special block session on 09/07/22, from 10:00 am – 8:00 pm (Attention: that's a Saturday!).

Lecture Overview

