DIGITAL MARKETING

TEAM

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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 quickly and be accurate

- The first three places will win an Amazon voucher (10 € – 5 € – 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)

- If you are in the top 3, take a screenshot, and contact me via email (welf.weiger@wiwi.uni-goettingen.de) after the kick-off meeting

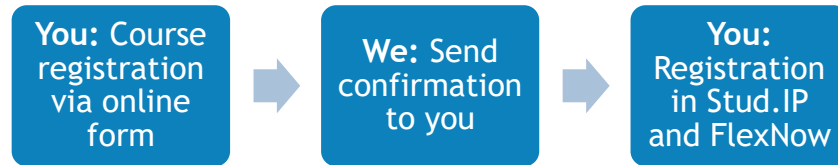# REGISTRATION AND GENERAL COURSE INFORMATION

- Please find general information about the course on this website: **https://tinyurl.com/DMSoSe24**

- **Course registration**
  - Registration is possible between **12/04/2024, 01:00 pm** and **01/05/2024, midnight**
  - Online form on the course's website is available here: **https://tinyurl.com/DMSoSe24**
  - Maximum number of 60 students

You: Course registration via online form	→	**We:** Send confirmation to you	→	**You:** Registration in Stud.IP and FlexNow

  - **Lecture:**
    - Everyday from **17.06.2024 until 21.06.2024 from 04:00 pm to 08:00 pm, including a longer break (the room is booked until 10 pm in case we need some extra time for one of the sessions).**
    - **I can offer hybrid sessions if needed!**

- **Stud.IP is your friend!**
  - Enrollment confirmation and password for Stud.IP will be sent in the first week of May 2024. On Stud.IP, you will find:
    - Timetable, important short-term announcements, and news
    - Communication platform for this course (forum)
    - Course materials
    - Selected recordings
    - Old exams and practice questions

COURSE GRADING – CASE PRESENTATION

- **Group Work: Case presentation (2 CP)**
  - In a team, you will analyze, solve, and present your solution to a **real-life** management problem in form of a case study:
    - 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 **random (!)** case allocation will be communicated via e-mail after registration (mid of May 2024)
  - For organizational reasons, team switching is not possible

- **Practice Case?**
  - Please let me know whether you want to invest some time into analyzing a practice case.

COURSE GRADING – CASE PRESENTATION (CONT.)

- **Group Work: Case presentation (2 CP) - Details**
  - The presentation should not exceed **15 minutes**
  - There will be a discussion after the presentation (**approx. 10 minutes**)
  - **Date, time, and location:** 01/07/2024, 4:00 – 8:00 pm, VG 4.101
  - 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 defines the problematic situation for the focal company/companies/industry and the general context, …
    - … a slide containing your case study assessment questions …
    - … a section introducing required concepts, …
    - … a qualitative or quantitative analysis (if applicable), …
    - … and a conclusion with clear implications, recommendations, and answers to your case study assessment questions.

- The team presentation will be graded based on the soundness of the (qualitative or quantitative) analyses and discussion, the derived managerial implications, and the overall quality of the presentation (team grade) → We will upload a rubric in Stud.IP

COURSE GRADING – FINAL EXAM

- **Written final examination (4 CP)**
  - **60 minutes**
  - **Date, time, and location:** Friday, 02/08/2024, 12:15 pm – 01:45 pm
  - **Room:** ZHG 010
  - **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

- **Question types:** The exam may consist of MCQ, short-answer, analytical, and short-essay questions covering lecture materials and readings (more precise info in the lecture)

- **Exam prep**
  - We will upload a studydeck that indicates potential MCQ vs. short answer vs. essay questions and slides that are included in or excluded from the final exam
  - I will conduct an exam prep FAQ session via Zoom about 1-2 weeks before the exam
  - We will upload old exams and practice questions

OVERVIEW OF NEXT STEPS

Course registration via online form on the course's website until **01/05/24 at midnight**.

Email notifications about registration confirmation status, and password for Stud.IP in the first week of May. If confirmed, please also register for the exam in FlexNow after 01/05/24

Email notifications about assignments of teams, cases and presentation-timeslots mid of May. After this notification, withdrawing from the course it is no longer possible without providing a valid reason.
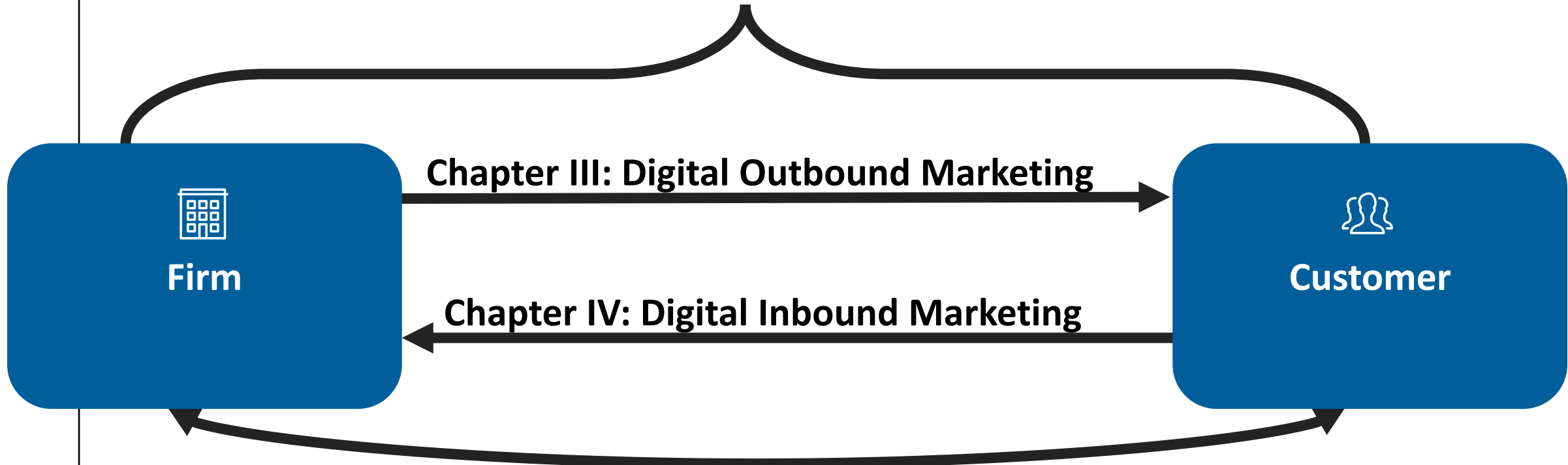
Your presentations will be held in a special block session on **Monday, 01/07/2024, 4:00 – 8:00 pm, VG 4.101**

LECTURE OVERVIEW

Chapter I: Introduction

Chapter II: Digital Marketing Strategy

Firm

Customer

Chapter III: Digital Outbound Marketing

Chapter IV: Digital Inbound Marketing

Chapter V: Social Media Marketing and Current Topics in Digital Marketing (e.g., AI, Metaverse, NFTs)

SOME MORE ORGANIZATIONAL STUFF

- Please install the Kahoot! App on your smartphones, as we will have spontaneous (non-graded) quizzes but with an ongoing team-leaderboard (gamification, yay!).
    - **Reward for the Top 3:** Bragging rights and an incentive that will be revealed in the first lecture

- To perform well in the exam, attending, participating, and taking notes in the lecture is far more important than reading all the recommended literature (of course, you should still do some reading).

- I'm used to students asking questions **all the time**, so please don't hesitate to ask me to repeat a given explanation, explain something more thoroughly, or provide further examples.

- Don't wait until the end of the semester to give me feedback on the lecture (you won't be able to enjoy the return on your input otherwise).