



# COURSE: DIGITAL MARKETING

This course equips students to develop digital marketing strategies, understand customer behavior, and apply growth hacking methods. It also covers global brand management and the planning and execution of international digital campaigns through case studies and practical projects.

## Qualification target:

- Understanding the influence of digitalisation on marketing
- Analyzing the behavior of digital customers
- Get to know new trends in digital marketing
- Develop a digital marketing strategy
- Understanding digital global brand management and being able to develop corresponding concepts
- Be able to define and implement a global digital marketing plan including a campaign mix with relevant tools and channels
- International rollout



## Subcourse 1: Digital Marketing Strategy & Growth Hacking:

- The influence of digitalisation on marketing
- Digital behavior of customers/ buying personas and customer segmentation
- Digital marketing strategy analysis (incl. analysis tools)
- Digital marketing strategy development incl. KPI target definition
- Digital marketing concept/ growth hacking
- Development of a digital marketing strategy and growth hacking funnel concept

## Subcourse 2: Digital Global Branding & Campaign Management:

- Digital B2C and B2B brand marketing
- Global digital brand strategy & management with case studies
- On-offline brand presence, online/offline channel mix and brand value enhancement through digital footprint, with practical examples and exercises
- Online campaign planning with case studies
- Presentation of digital brand concept and presentation of practical implementation of digital brand footprint by student
- International campaign rollout with case studies
- Development of global brand rollout concept and global campaign planning

## Certificate degree:

Digital further education at university level – our part-time, system-accredited digital study programme at the Digital Business School of the HfWU. Certificates are issued by the Nürtingen-Geislingen University of Applied Sciences.

1 course, 6 ECTS -> No formal requirements for participation

## Organization:

**Lecturer:** Prof. Dr. Stefan Detscher, Anita Brenner

**Workload:** 150 hours

**Framework:** Lecture, discussions, exercises and case studies

**Examination:** Student research project and presentation

**Course Language:** English