



**Exponential
University**
of applied sciences

Short Module Manual

Digital Marketing and Social Media

XU Exponential University
of Applied Science



SHORT FACTS

Graduation	Bachelor of Science	Type of Study	Full-time
Scope	180 ECTS	Total numbers of semesters	6 semesters
Language	English	Matriculation Date	Every Semester

Teaching method Seminars in small groups, additional excursions, case studies, integration into practice

Course and content of studies

SEMESTER 1

MA 1 Digital Marketing Fundamentals **5 ECTS** term paper

- **Digital Marketing (Intro):** Aspects-, instruments and development of digital marketing, success factors, expectation management, expectations of online customers, technological aspects, basics of e-commerce, trends and perspectives (AI)
- **Digital Marketing World (Micro- and Macro-Environment):** Markets and environment in marketing, analysis (e.g. SWOT, lifecycles, ABC etc.), micro and macro environment, change dynamics

MA 2 Marketing Fundamentals **5 ECTS** oral exam

- **Marketing (Intro):** Development and concepts in marketing, basics of marketing theory and -planning, marketing mix, marketing budgeting, customer behavior, sales prognosis, marketing and ethics
- **Marketing Think Tank:** Customer Centricity: Definition and differentiation of 'customer centricity', basics of service orientation, customer loyalty, strategic and operative aspects and instruments, case studies and examples

BM 1 Human Resources and Organization **5 ECTS** presentation

- **Human Resources Management:** Basic terms/aspects and theoretical foundations of human resource management, quantitative and qualitative personnel planning, recruitment, personnel management, HR development, legal aspects
- **Organization:** Basics, organizational theories, organizational design, organizational technology, informal organization, change of organizations



SEMESTER 1

IM 1 Digital Transformation

5 ECTS
portfolio exam

- **Disruptive Innovations:** Basic terms, challenges and requirements of transformation, digital future markets, Internet of Things (IoT), human communication, generations of digitization
- **Digital Solutions:** economy – new business models, technology – new applications, -hardware and -software, communication – new approaches to interaction/communication and collaboration, work and life – forms/structures and processes

QM 1 Quantitative Methods 1

5 ECTS
written exam

- **Mathematics I:** Tasks of the analysis, functions and graphs, differential calculus, sequences and series, integral calculus, matrices
- **Statistics I:** Basic concepts, statistical investigation, data collection, tabular/graphical representation of data, univariate frequency distributions, location dimensions, scatter and skew, correlation/regression analysis, ratios and index figures

SK 1 Academic Skills

5 ECTS
portfolio exam

- **Scientific Work:** basics of scientific work, problem definition, structure, citation, data, literature
- **Text and Data Processing:** formatting in Word, data processing in Excel, statistical work with Excel

MA 3 Digital Marketing Strategy

5 ECTS
term paper

- **Digital Marketing Strategy:** Development of strategic marketing, planning, development-, introduction- and implementation of marketing strategies, assessment/ marketing performance measurement
- **Digital Marketing Design/Digital Relationship Marketing:** Introduction and theoretical concepts, relationship marketing, analysis phase, strategic/operative alignment of relationship marketing, digital relationship marketing, project work

MA 4 Marketing Communication

5 ECTS
oral exam

- **Communication Strategies / Integrated Communication:** Introduction to communications policy, planning, integrated communication as communication strategy, situation analysis, defining goals and target groups, budget, project work
- **Communication Tools:** Corporate website, online advertising, SEO, e-mail-, mobile-, social media- and viral marketing

SEMESTER 2



SEMESTER 2

BM 6 Planning and Budgeting

5 ECTS
presentation

- **Planning:** Definition of planning and planning systems, limits to planning, formulating goals and developing strategies, product design, determining price, -performance and -distribution channels, controlling, simple planning and control calculations
- **Budgeting:** Definition of budget, types of budgets, marketing budget and its calculation, surveys and evaluation of marketing costs (incl. explanation of deviation between target and actual costs), controlling, project work

IM 2 Cooperation (Cooperation and Communication)

5 ECTS
presentation

- **Collaboration Tools:** Work and organization design in industry 4.0, concepts and conditions of cooperation, tools and platforms
- **Communication Tools – Effective Corporate Networks:** communication media on the internet, social media, referral marketing

QM 2 Quantitative Methods II

5 ECTS
written exam

- **Mathematics II:** Interest calculations, annuity calculations, statement of redemption, price and yield calculation, investment calculations
- **Statistics II:** Combinatorics, elements of probability theory, random variables, discrete and continuous standard distributions, limit sets and approximations, parameter estimation, testing of statistical hypotheses, non-parametric tests

SK 2 Communication Skills

5 ECTS
presentation

- **Communication and Presentation:** Basics, models, functions and types of communication, presentation basics, society and media reality
- **Moderation Workshop:** Basics, preparation and follow-up of the moderation, implementation, dealing with conflicts

SEMESTER 3

MA 5 Digital Marketing Delivery / Implementation

5 ECTS
case study

- **Digital Marketing Planning:** Goals and strategies, marketing plan, execution/implementation of the strategy, use of marketing instruments, continuous improvement process, key figures, tools
- **Digital Marketing Mix:** Revision of relevant topics, tools in the digital marketing mix, project work



MA 6 Social Media Marketing

5 ECTS
portfolio exam

- **Social Media Strategies:** Definition, special aspects and importance of social media marketing, development of a social media strategy, quantitative- and qualitative monitoring, online reputation management
- **Social Media Tools:** Blog, microblogging/Twitter, Facebook, Snap Chat, Instagram, LinkedIn, Xing, knowledge and goods, tools and technologies, social media and ethics

BM 3 Accounting

5 ECTS
written exam

- **Cost Accounting:** Differentiation between financial accounting, cost and cost activity accounting, subareas of cost and performance accounting, cost center accounting, multi-level contribution accounting, cost management, calculation methods
- **Financial Accounting:** Accounting principles, basic elements of accounting, methods and techniques, selected areas of accounting, exercises/applied bookkeeping, balance sheet, overview of contemporary apps (Datev, Salesforce, SAP etc.)

IM 3 Interaction (Customer Interaction - UX)

5 ECTS
case study

- **UX User Experience Design:** User experience design, brainstorming, business analysis, user research, requirements and requirement management, information architecture, visual design, interaction design and concept, usability testing, lean UX
- **Human-computer-interaction:** Basics of human information processing, perception, cognition, motor skills, hardware and software for interaction, technological basics, embedded computer, social engineering, standards/laws and guidelines

QM 3 Research Methods

5 ECTS
portfolio exam

- **Business Research Methods:** introduction to the basics and methodology of business management research , quantitative and qualitative research methods
- **Market Research (Project):** Introduction to market research, methods of market research – data collection and evaluation, data evaluation with Excel and SPSS, applied market research

SK 3 Project Management Skills

5 ECTS
presentation

- **Project Planning and Controlling:** Basic terms and principles of project management, project definition – project foundation, -organization, -planning and -implementation, project conclusion, modern/alternative forms of project management
- **Field Project:** Applied project management



SEMESTER 4

Study Abroad Semester

20 ECTS

- **In accordance with the guidelines of the partner universities, there is the possibility of acquiring and deepening intercultural experience, setting professional priorities, and developing language and personal skills.**

Internship

10 ECTS

internship report

- **Internship in a professionally appropriate field**

SEMESTER 5

BM 5a Ethics and Law

5 ECTS

written exam

- **Business Ethics:** Ethics and moral, theoretical aspects of ethics, the importance of business ethics, moral act, ethical decisions, ethical dilemmas and their impact on management decisions, principles of decent corporate management
- **Civil Law I:** Copyright Law and Personal Right: Law and legal basics, civil code (BGB), copyright law (UrhG), related regulations, violations of rights and their consequences, cases and examples

IM 4 Innovation

5 ECTS

oral exam

- **Innovation Management:** Definition of innovation management, corporate strategy and goals, innovation processes, types of innovations, evaluation/assessment, intersections within the company, implementation and anchoring
- **Innovation Techniques Workshop:** Innovation techniques and -methods (design thinking, lean start-up, TRIZ, mind-mapping, future workshop, SPRINT, open space, P2S among others)

QM 4 Company / Research Project

5 ECTS

presentation

- **Development of a topic for a research project, creation of a research plan, implementation of the research project**

BT 1 Bachelor Thesis Set-up

5 ECTS

presentation

- **Preparation Bachelor Thesis:** Literature vs. empirical work, scientific-ethical quality criteria, scientific fields, subject, planning and implementation, material research, -selection and -evaluation, revision of formal requirements and -citation methods
- **Bachelor Thesis Reflection /Coaching:** Professional support throughout the planning and development of the thesis, advice on all scientific formalities and related matters, concept presentation



BM 7 Marketing Law

5 ECTS

written exam

- **Business Law: Trademark Law and Media Law:** National and international media law, trademark law, patent law/ industrial property rights, media law and marketing
- **Civil Law II: Contract Law and Property Law:** Introduction to contract design (AGB), types of contracts in line with the civil code (BGB) and selected contractual forms (e.g. contract of purchase), special features of international contracts, case examples

IM 5 Organization

5 ECTS

case study

- **Organizational Agility – Agile Organizations:** Innovation and change management, corporate culture, agile principles, -values and -leadership, communication, scrum – agile project management, limits, and dangers
- **Organizational Productivity – Innovative Organizational Cultures:** Basics of productivity, Beyond budgeting, fields of beyond budgeting or better management, implementation, possibilities, limits and dangers

BT 2 Bachelor Thesis

10 ECTS

thesis

- **Independent preparation of the Bachelor Thesis**



ELECTIVE MODULES IN 5th AND 6th SEMESTER

2 specializations must be selected. The realization of the elective modules depends on a minimum number of participants

EL 13/14 Digital Marketing Management I & II

per 5 ECTS
case study
written exam

- **Digital Marketing Implementation B2C:** Commonalities and differences between B2C/B2B marketing, customer approach, economic and technological aspects in B2C marketing, case examples/ designing marketing content (B2C) in group work
- **Digital Marketing Implementation B2B:** Commonalities and differences between B2C/B2B marketing, customer approach, economic and technological aspects in B2C marketing, case examples/ designing marketing content (B2B) in group work
- **Digital Marketing Performance Measurement:** Means and tools of data collection, metrics and indicators, web content controlling, transaction indicators, copyright, data security and ethics
- **Digital Marketing Performance Improvement / Assessment and Adjustment:** Structure and application of indicator systems, limitations and trends in marketing performance improvement

EL 15/16 Social Media Marketing I & II

per 5 ECTS
case study
term paper

- **Social Media Marketing B2C:** Commonalities and differences between B2C/B2B in social media, target groups and goals in B2C, opportunities and risks, case examples/ designing social media content (B2C) in group work
- **Social Media Marketing B2B:** Commonalities and differences between B2C/B2B in social media, target groups and goals in B2B, opportunities and risks, case examples/ designing social media content (B2B) in group work
- **Social Media Monitoring:** Cost of social media marketing, analyses software and tools, agency services, census, preparation and evaluation of indicators
- **Social Media Tuning:** Adjustments tools in social media marketing, definition of indicator limits and possible actions, execution of a cost-benefit- analysis



EL 17/18 Digital Marketing Communication I & II

per 5 ECTS
term paper
case study

- **Search Engine Optimization:** Definition and history of SEO, assessment criteria, goals, types, Off Page and On Page optimization, technical basics, SEO software and tools, cost and benefits
- **Search Engine Advertising:** SEA and SEA goals, economic and technical basics, SEA tools and provider, booking models, planning and executing SEA campaigns, SEO and SEA – interdependencies, complementation and competition
- **Mobile Marketing Mix:** Mobile marketing – mobile business – mobile commerce, requirements/framework conditions of mobile marketing, integration of mobile marketing in classic marketing, success factors and risks
- **Mobile Marketing Communication (Project):** Means of mobile marketing, development of a mobile marketing strategy, deduction of a mobile marketing concept (incl. profitability calculation), ethics and moral, mobile marketing process

EL 19/20 Digital Marketing Integration I & II

per 5 ECTS
oral exam
term paper

- **Procedural Integration – Business Process Design:** Business process, corporate objectives, stakeholder, business process design, -modeling and -reengineering, case study/project
- **Structural Integration – Business Infrastructure Development:** Corporate structure, company size, -field and -structure, integrating marketing structures into corporate structures, case study/project
- **Internal Branding – Behavioral Branding:** Strategic brand leadership, brand ambassador, inclusion of employees, success monitoring
- **Internal Marketing – Motivational Marketing:** HR management and internal brand leadership, employee brand, leadership branding, limits of internal marketing



EL 21/22 Digital Marketing Intelligence I & II

per 5 ECTS
presentation
case study

- **Data Mining:** Relevant data, databases and information, big data, smart data, knowledge discovery in databases, data mining, exercises
- **Forecasting:** Approaches to forecasting, types of forecasts, forecasting methods, quality measurements of forecast
- **Data-Modeling:** Types of data models, data model design process, Lawson's Model, human factor in data modeling, data model quality, applied data modelling, legal and ethical guidelines
- **Data Driven Marketing (Project):** Data-driven marketing project from strategy to evaluation

EL 23/24 Digital Branding I & II

per 5 ECTS
term paper
presentation

- **Digital Brand Strategy:** Corporate- and marketing strategy, situation analysis, brand strategy, e-branding, (digital) brand leadership, brand performance measurement
- **Digital Brand Identity and Positioning:** Requirements for brand identity and positioning, identity-oriented brand leadership, differences B2B and B2C, Brand Identity, Brand Positioning
- **Digital Brand Communication:** Neuromarketing, signals in brand communication, claim, campaign management, multiscreen campaigns, omni distribution, future of brand communication
- **Digital Brand Design:** Basics of brand design, conception, techniques, classic brand design



EL 25/26 Digital Customer Relationship Management I & II

per 5 ECTS
written exam
presentation

- **Strategic Customer Relationship Management:** CRM and corporate strategy, provider-customer-relations, customer lifecycle, customer buying cycle, phase model of CRM
- **Analytical Customer Relationship Management/Customer Analytics:** Data sources, -quality and -security, analysis cases and scenarios – Framework (incl. examples and training)
- **Operational Customer Relationship Management:** Internet portals, call center, customer-interaction-systems
- **Digital Customer Relationship Management (CRM Application):** CRM systems, application of mobile CRM, social CRM, economic-, structural- and process-based aspects (case study), risks/dangers and data security, trends and potential

EL 27/28 Digital Communication Design I & II

per 5 ECTS
term paper
presentation

- **Principles and Perception:** Art and design, design principles, visual communication, form follows function, less is more, perception, perspective and spatial effect
- **Concept and Design I:** Form and Color: Format, point, line and plane, proportions, design grid, color theory (chromatics), colors and effects
- **Communication Design Project:** Principles of corporate design, communication design project from strategy to execution
- **Concept and Design II:** Image and Graphics: Composition of images, images and corporate communication, fonts/formats/sources, typography

IN TOTAL :

180 ECTS

