

Modul	Marketing and Event Management
Course Frequency	Winter Semester
Duration	1 Semester
Module Structure	The module consists of the following units: <ul style="list-style-type: none"> - Unit 1: Digital Marketing - Unit 2: Event Management
Contact Hours per Week	4
Teaching and Learning Forms	3 SWS Seminar 0,5 SWS Exercises 0,5 SWS Project Work / Case Studies
ECTS Credit Points	5
Workload	125 hours <ul style="list-style-type: none"> - Attendance time in courses: 56 hours - Self-study: 69 hours
Prerequisites for Participation	The specific conditions for participation of the individual units are presented in their descriptions.
Target Competencies	This module imparts competences at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas: <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism
Examination and Course Achievement	The examination and course achievements for this module are carried out at unit level and are described in more detail there. They are included in the module grade with the following weighting: <ul style="list-style-type: none"> - Unit 1: 50 % - Unit 2: 50 %

Unit 1	Digital Marketing
Unit Number	7558
Exam Number	7558
Course Frequency	Winter Semester
Duration	1 Semester
Contact Hours per Week	2
Teaching and Learning Forms	1 SWS Seminar 0,5 SWS Exercises 0,5 SWS Project Work / Case Studies
Workload	62,5 hours <ul style="list-style-type: none"> - Attendance time in courses: 28 hours - Self-study: 34,5 hours
Language	English
Course Responsibility	Prof. Dr. Tobias Blask
Prerequisites for Participation	It is helpful for students to have a basic understanding of marketing principles and concepts before taking this digital marketing class.
Content	<p>This course introduces students to the fundamental principles of digital marketing, including how to create and implement effective digital marketing strategies. Through a combination of lectures, case studies, and hands-on projects, students will learn how to develop and execute marketing campaigns across a variety of digital channels such as search engines, social media, email, and mobile apps.</p> <p>Topics covered include</p> <ul style="list-style-type: none"> - search engine optimization - social media marketing - email marketing - display advertising - analytics <p>Upon completion of this course, students will be able to create and execute a digital marketing plan and measure the success of their campaigns.</p>

Unit 1	Digital Marketing
<p>Target Competencies</p>	<p>Students completing this digital marketing class are able to:</p> <ul style="list-style-type: none"> - Understand the fundamental principles of digital marketing and how it fits into the overall marketing mix. - Develop and execute a digital marketing plan. - Use various digital marketing channels and tactics, such as search engine optimization, social media marketing, email marketing, and display advertising. - Use analytics tools to measure and report on the effectiveness of digital marketing campaigns. - Understand the ethical and legal considerations involved in digital marketing. <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation
<p>Examination and Course Achievement</p>	<p>The primary form of examination is the project work.</p>
<p>Basic Literature</p>	<p>Zahay, Debra. Digital Marketing: Integrating Strategy and Tactics with Values. Routledge, 2018.</p> <p>Chaffey, Dave, and Fiona Ellis-Chadwick. Digital Marketing: A Practical Approach. Pearson, 2018.</p> <p>Deiss, Ryan, and Russ Henneberry. Digital Marketing for Dummies. John Wiley & Sons, 2017.</p>

Unit 2 Event Management	
Unit Number	4651
Exam Number	4651
Contact Hours per Week	2
Teaching and Learning Forms	Seminar
Language	English
Prerequisites for Participation	None
Content	<p>On Event Management the students have the first introduction on the operative part of concept and production of events, an ever-growing industry.</p> <p>No matter what your background or area of interest and studies is, there is a chance that you might end up working in the event management industry, as an event manager, as a supplier, or as a client who needs an event.</p> <ul style="list-style-type: none"> - Definition of events and event management - Categorization of events - The structure of the events industry - Conceptualizing the event - The impacts of events - Events planning - Regulations and compliance (VStättVO) - Project management for events - Budget and costs - Human Resource Management for events (staffing) - Sponsoring - Media on events and events on media - Quality control - Risk management - Digital, Hybrid and virtual Events
Target Competencies	<p>This course qualifies students to understand the industry and supply chain of events, as well as capacitate them to conceptualize, plan and control different types of events, from small to mega events.</p> <p>This course thus imparts competencies at level 1 of the Qualifications Framework for German Higher Education Qualifications (HQP) at Bachelor level. This applies in particular to the following areas:</p> <ul style="list-style-type: none"> - Knowledge and understanding - Use, application and creation of knowledge - Communication and cooperation - Scientific self-perception / professionalism

Unit 2	Event Management
Examination and Course Achievement	The examination and course achievement for this unit is carried out at module level and is described in more detail there.
Basic Literature	<p>Bowdin, Glenn; et. al. (2012): Events Management. (3rd Edition). (n.p.): Taylor & Francis Ltd.</p> <p>Sonder, Mark (2004): Event Entertainment and Production. (1st Edition). (n.p.): Wiley.</p> <p>Goldblatt, Joe (2014): Special Events. Creating and Sustaining a New World for Celebration (7th Edition). (n.p.): Wiley.</p> <p>Van Der Wagen, Lynn (2006): Human Resource Management for Events. Managing the Event Workforce (1st Edition). (n.p.): Routledge.</p> <p>Silvers, J. R., O'Toole, W. (2020): Risk Management for Events. (2nd Edition). (n.p.): Routledge.</p> <p>Jackson, N.; Angliss, K. (2020): A Practical Guide to Event Promotion. (n.p.): Routledge.</p> <p>Pielichaty, H.; et. al. (2016): Events Project Management. (n.p.): Routledge.</p>