

Module Name	Module Code
Marketing in Digital Environments	agrarAEF903-1a
Module Coordinator	
Prof. Dr. Ulrich R. Orth	
Organizer	
A&F Marketing – Consumer Psychology	
Faculty	
Agricultural and Nutritional Sciences	
Examination Office	
Faculty of Agricultural and Nutritional Sciences – Examination Office	

ECTS Credits	6
Evaluation	Graded
Duration	One semester
Frequency	Only takes place during Winter Semester
Workload per ECTS Credit	30 hours
Total Workload	180 hours
Contact Time	60 hours
Independent Study	120 hours
Teaching Language	English

Recommended Requirements			
Principles of Marketing			
Module Courses			
Course Type	Course Name	Compul- sory/Optional	SWS
Lecture	Concepts, theories, and methods in DigMktg	compulsory	2
Practical exercise	DigMktg Project (completion is a necessary requirement for registering for the exam)	compulsory	2

Date

Kiel University

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Examination(s)

Examination Name	Type of Examination	Evaluation	Compulsory / Optional	Weighting
Oral Examination: Marketing in digital environments	Oral Examination	Graded	Compulsory	100%
Further Information on the Examination(s)				
<p>1. +2. Period in winter semester 1. Period in summer semester</p> <p>Qis: 144300 PNr. 144310</p>				
Course Content				
<p>This module covers fundamental and advanced concepts of consumer marketing in digital environments in an agribusiness and food context. Emphasis is on understanding process mechanisms and boundary conditions for the functioning of digital marketing technologies and strategies. Focal areas include the many facets of digital marketing as a discipline, specifically, website design and effectiveness, search engine optimization, mobile marketing, social media marketing, content strategy, web analytics, email marketing, ecommerce, personalization marketing and digital loyalty programs, virtual conversational agents, augmented and virtual reality applications, and display advertising.</p> <p>Learning objectives are addressed through a combination of lecture and group projects in a workshop-style setting. Lecture: Topical content as outlined above. Practical exercise: Supervised group work on a self-selected topic of practical relevance</p>				
Learning Outcome				
<p>Upon completion of the course, it is expected that students will be able to:</p> <ol style="list-style-type: none"> 1. Be familiar with the concepts, theories, and issues in digital marketing. 2. Familiarize with the key technologies and strategies used by firms in digital marketing. 3. Understand the key metrics in web, social media, augmented reality, and virtual reality analytics. 4. Develop analytical abilities to solve real-life problems in agribusiness and food industries. 5. Make independent assessment of digital marketing strategies of companies. 6. Develop teamwork, critical thinking, and business communication skills. 				
Reading List				
<p>Assigned readings (Between 8 and 10 journal articles). O'Hern, M. S., & Rindfleisch, A. (2010). Kannan, P. K. (2017). Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Luangrath, A. W., Peck, J., Hedgcock, W., & Xu, Y. (2022). Rafieian, O., & Yoganarasimhan, H. (2022). Tong, S., Luo, X., & Xu, B. (2020). Shen, H., Zhang, M., & Krishna, A. (2016). Liu, Y. (2006). Chevalier, J. A., & Mayzlin, D. (2006). Packard, G., & Berger, J. (2017). Garnefeld, I., Eggert, A., Helm, S. V., & Tax, S. S. (2013). Ho-Dac, N. N., Carson, S. J., & Moore, W. L. (2013). Humphreys, A., & Wang, R. J. H. (2018). Moore, S. G. (2015). Melumad, S., Inman, J. J., & Pham, M. T. (2019). Pennebaker, J. W., Boyd, R. L., Jordan, K., & Blackburn, K. (2015).</p>				

Maximum number of participants: 30

Enrollment by OLAT within workdays Monday through Friday in the 1st week of the 2. audit period of the preceding semester. Following information is necessary: matriculation number last name first name striven degree study program stu-Email

The allocation of the places takes place in the 2nd week of the 2. audit period of the preceding semester. Acceptance of the place by students only through participation at the first day of the course. Students without a place can get a place at the first day of the course by move-up procedure.

Use	Compulsory / Optional	Semester
Master of Science	optional	-