

Studien- & MBA-Programm Digital Management & Marketing

Kursplan Sommersemester 2022 - 3./4. Semester

Vorlesungsorte: Hechinger Str. 12 Cl8 (ZuG/Future.Box), Sigmaringer Str. 25 Cl10, 72622 Nürtingen / Online



Stand: 12/22/2021

Ort: NT	Termine		Freitag 15:45 – 16.15 Uhr	Freitag 16.15 – 17.45 Uhr	Freitag 17.55 – 19.25 Uhr	Freitag 19.30 – 20.15 Uhr	Samstag 08.30 – 10.00 Uhr	Samstag 10.10 – 11.40 Uhr	Samstag 11.50 - 12.35 Uhr	Samstag 13.05 - 14.35 Uhr	Samstag 14.45 - 16.15 Uhr	WE Präsenz/ Online
Digital Management, Marketing & Sales	25.03.22	26.03.22	Begrüßung/ Get-Together um 15:45 Uhr	Digital Sales & E-Commerce: Multichannel Management & E-Commerce - Funck			Digital Sales & E-Commerce: E-Commerce - Schubert					P
Digital Business, Management & Leadership	25.03.22	26.03.22		Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm			Digital Leadership & Agile Management: Digital Leadership - Pfeiffer					P
	01.04.22	02.04.22	Masterarbeit Info um 15:45 Uhr Masterarbeit	Design Thinking & User Experience User Research, & Experience (UX) - Winkler			Desing Thinking & User Experience User Research, & Experience (UX) - Winkler (bis 14.15 Uhr)					P
Digital Management, Marketing & Sales	08.04.22	09.04.22		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch			Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch					P
	22.04.22			Desing Thinking & User Experience User Research, & Experience (UX) - Winkler (bis 18.15 Uhr)								O
Digital Management, Marketing & Sales	29.04.22	30.04.22		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Handschuh			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Marketing. - Böhringer					P
Digital Business, Management & Leadership	06.05.22	07.05.22		Digital HR-Management: Digitalisierung HR-Prozesse - Gugisch			Digital HR-Management: Digital Employer Branding, Social Recruiting - Federle					O
Digital Business, Management & Leadership	13.05.22	14.05.22		"Digital Controlling & Process Management: Data Analytics/ Process Mining & Optimization - Waitzinger"			Digital Controlling & Process Management: Digitalisierung des Controlling - Sailer					P
Digital Management, Marketing & Sales		14.05.22					Digital Sales & E-Commerce: Digital Market Places - Fost					O
Digital Business, Management & Leadership	20.05.22	21.05.22		Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm			Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm					O
Digital Management, Marketing & Sales	24.06.22	25.06.22		Social Media, Content & Influencer Marketing: Social Media Monitoring & Analytics - Lehmann			Social Media, Content & Influencer Marketing: Besch					O
Digital Business, Management & Leadership	24.06.22			Online schriftliche Arbeit: Digital Leadership & Agile Management - 16.15 Uhr								O
Digital Management, Marketing & Sales		02.07.22					Digital Sales & E-Commerce: Multichannel Management - Funck/ Schubert					O
Digital Business, Management & Leadership	01.07.22	02.07.22		Digital Controlling & Process Management: Digitalisierung des Controlling - Sailer			Digital Controlling & Process Management: Data Analytics/ Process Mining & Optimization - Waitzinger					O
Digital Management, Marketing & Sales	08.07.22	09.07.22		Advanced & Programmatic Digital Marketing: Neuromarketing & Pricing - Handschuh			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Marketing. - Böhringer					O
Digital Business, Management & Leadership	08.07.22	09.07.22		Digital HR-Management: Digital Employer Branding, Social Recruiting - Federle			Digital HR-Management: Digitalisierung HR-Prozesse - Gugisch					P
	15.07.22	16.07.22		Design Thinking & User Experience Design Thinking Methoden - Bosch			Design Thinking & User Experience: Design Thinking Methoden - Bosch					O
I (4. Sem.)	folgt		Seminar Research-Methoden (Masterarbeit) - Herbes									
I a (4. Sem.)	folgt					Seminar Research-Methoden (Masterarbeit) - Herbes						
II (4. Sem.)	folgt		Seminar Research-Methoden (Masterarbeit) -Herbes			Seminar Research-Methoden (Masterarbeit) - Herbes						

fett geschrieben = Prüfung

Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform	Lehrveranstaltung	Veranstaltungstyp	DozentIn	Prüfungsform
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Design Thinking & User Experience	
User Research & Experience	Winkler
Design Thinking Methoden	Bosch

Studienarbeit

Digital Leadership & Agile Management	
Digital Leadership	Pfeiffer
Agile Führung & agiles Projektmanagement	Pflumm

online schriftl.

Arbeit

Digital HR-Management	
Digitalisierung HR-Prozesse	Gugisch
Digital Employer Branding, Social Recruiting	Federle

Studienarbeit

Digital Controlling & Process Management	
Digitalisierung des Controlling	Sailer
Data Analytics/ Process Mining & Optimization	Waltzinger

Studienarbeit

Digital Sales & E-Commerce		
Multichannel-Management	<i>interaktive Vorlesung</i>	Funck
E-Commerce	<i>interaktive Vorlesung</i>	Schubert
Digital Market Places	<i>interaktive Vorlesung</i>	Fost

Referat / Präsentation

Social Media, Content & Influencer Marketing		
Social Media Monitoring & Analytics		Lehmann
Social Media Marketing/Content Marketing/Influencer Marketing		Besch

Studienarbeit

Advanced & Programmatic Digital Marketing		
Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Ma		Böhringer
Neuromarketing & Pricing		Handschuh

Studienarbeit

Vertiefungsmodule für Digital Business, Management & Leadership

Vertiefungsmodule für Digital Management, Marketing & Sales