

# Studien- & MBA-Programm Digital Management & Marketing

## Kursplan Sommersemester 2022 - 3./4. Semester

Vorlesungsorte: Hechinger Str. 12 C18 (ZuG/Future.Box), Sigmaringer Str. 25 C110, 72622 Nürtingen / Online



Stand: 11.03.2022

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		Digital Sales & E-Commerce: Multichannel Management & E-Commerce - Funck			Digital Sales & E-Commerce: Digital Market Places - Fost					O
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					O
	01.04.22	02.04.22	<b>Masterarbeit Info um 15:45 Uhr Masterarbeit</b>			Design Thinking & User Experience User Research, & Experience (UX) - Winkler		Desing Thinking & User Experience User Research, & Experience (UX) - Winkler (bis 14.15 Uhr)				O
Digital Management, Marketing & Sales	08.04.22	09.04.22		Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch - Raum C110 113			Social Media, Content & Influencer Marketing: Social Media Marketing/Content Marketing/Influencer Marketing - Besch - Raum C110 113					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 - Raum C18 005			Advanced & Programmatic Digital Marketing: Display & Affiliate Marketing, Mobile/ In-App & E-Mail-Marketing. - Böhringer - Raum C18 005					P
Digital Management, Marketing & Sales		07.05.22					Digital Sales & E-Commerce: Digital Market Places - Fost					O
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 - Raum C110 113			Digital Controlling & Process Management: Digitalisierung des Controlling - Sailer - Raum C110 113					P
Digital Management, Marketing & Sales		28.05.22					Digital Sales & E-Commerce: E-Commerce - Schubert					O
Digital Business, Management & Leadership	20.05.22	21.05.22		Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm - Raum C110 115			Digital Leadership & Agile Management: Agile Führung & agiles Projektmanagement - Pflumm - Raum C110 115					P
Digital Management, Marketing & Sales	24.06.22	25.06.22		Social Media, Content & Influencer Marketing: Social Media Monitoring & Analytics - Lehmann			<b>Social Media, Content &amp; Influencer Marketing: Besch</b>					O
Digital Business, Management & Leadership	24.06.22			<b>Online schriftliche Arbeit: Digital Leadership &amp; Agile Management - 16.15 Uhr</b>								O
Digital Management, Marketing & Sales		02.07.22					<b>Digital Sales &amp; E-Commerce: Multichannel Management - Funck/ Schubert</b>					O
Digital Business, Management & Leadership	01.07.22	02.07.22		<b>Digital Controlling &amp; Process Management: Digitalisierung des Controlling - Sailer</b>			<b>Digital Controlling &amp; Process Management: Data Analytics/ Process Mining &amp; Optimization - Waitzinger</b>					O
Digital Management, Marketing & Sales	08.07.22	09.07.22		<b>Advanced &amp; Programmatic Digital Marketing: Neuromarketing &amp; Pricing - Handschuh</b>			<b>Advanced &amp; Programmatic Digital Marketing: Display &amp; Affiliate Marketing, Mobile/ In-App &amp; E-Mail-Marketing. - Böhringer</b>					O
Digital Business, Management & Leadership	08.07.22	09.07.22		<b>Digital HR-Management: Digital Employer Branding &amp; Social Recruiting + Digitalisierung HR-Prozesse - Federle/ Gugisch - Raum C110 113</b>			Digital HR-Management: People Analytics - Dr. Claudia Salomon - Raum C110 113					P
	15.07.22	16.07.22		Seminar Research-Methoden (Masterarbeit) - Herbes			Design Thinking & User Experience: Design Thinking Methoden - Bosch					O
	22.07.22	23.07.22		<b>Design Thinking &amp; User Experience Design Thinking Methoden - Bosch</b>			Seminar Research-Methoden (Masterarbeit) - Herbes					O
4. Sem.	folgt	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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Susanne

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
People Analytics	Salomon

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		Bohringer
Neuromarketing & Pricing		Handschuh

Studienarbeit

Vertiefungsmodule für Digital Business, Management & Leadership

Vertiefungsmodule für Digital Management, Marketing & Sales