

Module Handbook (<https://modhb.uni-kl.de/>)

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Course WIW-WIN-EM-4-K-7

Vorlesung Electronic Markets 4: Marketing in Electronic Markets (1K, 1.5 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
1	K		1.5 CP	15 h / 30 h
(1K)			1.5 CP	15 h / 30 h

Basedata

SWS	1K
CP, Effort	1.5 CP = 45 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Wendt, Oliver, Prof. Dr. (PROF DEPT: WIW) (/staff/56/)
Area of study	[WIW-WIN] Business Information Systems and Operations Research
Lifecycle-State	[NORM] Active

Contents

- Kundenverhalten in elektronischen Märkten
- Marketingstrategien in elektronischen Märkten
- Besonderheiten der Kommunikations- und Vertriebspolitik
- Besonderheiten der Kommunikations- und Vertriebspolitik

Literature

- Strauss, J.; Frost, R. (2014): E-Marketing, 7. Aufl., Upper Saddle River, NJ

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-WIN-EM-4-K-7]

Module	Name	Context
[WIW-WIN-EM-M-7 (/mhb/modules/WIW-WIN-EM-M-7/)]	Electronic Markets	P: Obligatory 1K, 1.5 LP