

<b>Allgemeine Angaben</b>	
Name der Lehrveranstaltung	<b>E-Marketing</b>
Lehrender	<b>Lecturer</b> Prof. Dr. Markus Landvogt
Fachverantwortlicher	<b>Module coordinator</b> Prof. Armin A. Brysch
Modul-Nr., Modultitel	8.1.2, Modulbereich 8, Managementkompetenzen
Veranstaltungstyp	<b>Category of lecture</b> Lecture
Leistungspunkte	<b>ECTS credits</b> 2 ECTS
Zeitlicher Umfang	<b>Workload</b> 2 SWS lecture in E-Marketing
Semester	<b>Module level</b> Advanced, students from year two and three
Sprache	<b>Teaching language</b> English
Angebotsturnus	<b>Frequency of module offer</b> Each semester
<b>Beschreibung der Lehrveranstaltung</b>	
Ziel der Lehrveranstaltung	<p><b>Aim of this course</b></p> <p>The aim of this module is to familiarize students with basic concepts of e-business in tourism and provide them with an analytical framework for the service-sector and tourism companies. The students should be able to distinguish and explain IT-supported business processes in tourism management and marketing.</p> <p>The course will</p> <ul style="list-style-type: none"> <li>• teach the theoretical foundations which help to identify the opportunities and risks of tourism relevant e- tourism applications,</li> <li>• show explanations for the online experience from the perspective of guests, tourism service providers and destinations respectively,</li> <li>• Present current applications for the tourism industry and examples of already implemented e- marketing or virtual instruments.</li> </ul> <p>After completing this course, students should be able</p> <ul style="list-style-type: none"> <li>• to understand the importance of e-tourism for service delivery and the tourism marketing,</li> <li>• to analyse the usage patterns and structures ,</li> <li>• to understand the essential concepts and applications in the tourism online marketing and mobile marketing,</li> <li>• to critically review e-marketing concepts.</li> </ul>
Lehrinhalte	<p><b>Course Content</b></p> <ol style="list-style-type: none"> <li>1. Introduction e-tourism and e-marketing - meaning, structures and user behaviour</li> <li>2. Basics of e-business</li> <li>3. Online marketing in tourism</li> <li>4. Corporate websites – concepts, applications and case studies</li> <li>5. Online Advertising – concepts, applications and case studies</li> </ol>

	6. Mobile Marketing – concepts, applications and case studies 7. Social Media - concepts, applications and case studies 8. Potential and Limitations of e-marketing
Voraussetzungen für die Teilnahme	<b>Participation requirements</b> General participation requirements apply for taking part in this module and fluency in English.
Verknüpfung zu anderen LV	<b>Links with other courses</b> This course is inseparably connected with Information Management in Tourism (Module 8.1.1).
Literaturempfehlungen	<b>Suggested readings</b> <ul style="list-style-type: none"> <li>• AGOF e. V. (Hrsg.) (2012): AGOF Branchenbericht Reise &amp; Touristik, Frankfurt am Main.</li> <li>• Amersdorffer, D.; Bauhuber, F.; Egger, R.; Oellrich, J. (2010): Social Web im Tourismus: Strategien – Konzepte – Einsatzfelder, Heidelberg.</li> <li>• Brysch, A. (2012): E-Tourismus – Status quo und Potenziale für das Onlinemarketing, in: DWIF (Hrsg.): Jahrbuch für Fremdenverkehr 2012, München, S. 31 – 43.</li> <li>• Brysch, A. (2015): Internetökonomie und eTourismus, in: Schulz, Axel/Weithöner, Uwe/Egger, Roman/Goecke, Robert (Hrsg.): eTourismus: Prozesse und Systeme, Berlin, S. 43-51.</li> <li>• Horster, E. (2015) : Suchmaschinenmarketing im Tourismus, Digitales Tourismusmanagement, UVK Verlagsgesellschaft, Konstanz.</li> <li>• Kollmann, T. (2011): E-Business. Grundlagen elektronischer Geschäftsprozesse in der Net Economy, Wiesbaden.</li> </ul>
<b>Prüfungsmodalitäten</b>	
Art der Prüfung	<b>Exam modalities</b> There is one written exam for both Information Management in Tourism and E-Marketing (90 minutes in total, which means 45 minutes for each part).
Zeitpunkt der Prüfung	<b>Exam timing</b> At the end of the semester.
Zugelassene Hilfsmittel	<b>Authorized equipment in the exam</b> Script, books and calculator.

Mit freundlichen Grüßen

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