



Information Systems & Digital Business

Digital Markets

Winter Term 2024/25

Institute:	Institute of Electronic Commerce and Digital Markets
Lecturer:	Prof. Dr. Martin Spann
Assistant:	Eva Pflanze, Sophie Berghüser
Weekly hours:	Lectures: Mondays, 12 – 14h (c.t.), TBA Tutorials: Wednesdays or Thursdays, 14 – 16h (c.t), TBA
Credits	6 ECTS
Examination:	100 % written exam (120 minutes)
Prerequisites:	Enrolled in one of those programs: <ul style="list-style-type: none">• Master Business Administration• Master Media, Management and Digital Technologies (MMT)• Master Media Informatics
Course Material:	The course materials will be provided on Moodle

Course Description & Main Objectives

The goal of this course is to provide advanced knowledge around digital markets. The characteristics of digital markets as well as the resulting opportunities will be discussed. The focus of this course will be on advanced topics of digital markets. These topics will include the foundations of the network economy, (dynamic) pricing, crowdsourcing, advertising, as well as mobile commerce. The course combines state of the art research with practical insights.



Lectures Overview/ Course Outline

- 1. Introduction** (Relevance, technology, business models)
- 2. Networks** (Economics of networks, platforms and sharing economy, social network analysis)
- 3. Foundations of Pricing** (Price efficiency, price discrimination, access pricing)
- 4. Dynamic Pricing Models** (Yield management, opaque selling, interactive pricing, Name Your Own Price, Pay What You Want)
- 5. Crowdsourcing** (Ideas and information, products, funding)
- 6. Advertising in Digital Markets** (Display advertising, targeting, search engine advertising, search engine optimization)
- 7. Mobile Commerce** (Mobile advertising and location-based services)

Literature

- Laudon, K.C. / Traver, C.G. (2015), E-Commerce 2015: Business. Technology. Society. Prentice Hall.
- Shapiro, C. / Varian, H.R. (1998), Information Rules: A Strategic Guide to the Network Economy, Boston.

Additional literature will be provided within the chapters.