

Personal Branding and Digital Marketing

Syllabus
Each Fall Semester

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Chair for Marketing and Market Research
URPP Social Networks
Department of Business Administration
University of Zurich, Switzerland
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PREAMBLE

Welcome to our “Personal Branding and Digital Marketing” syllabus!

**«Personal branding is not about you.
It's about putting your stamp on the value you deliver to others.»**

William Arruda

Today, the Internet and a plethora of social media platforms and applications offer various possibilities to build brands and market their value. These tools help to **differentiate** a brand from its competitors, communicate its **unique selling proposition (USP)** and position it to **target audiences**. Therefore, understanding the **mechanisms of digital marketing** is core to today's marketing discipline. This course should therefore be seen as essential course not only for every marketing student, but probably for every student in management.

In this course, we'll focus on **personal branding** through internet and social media tools. Personal branding is an important tool for individuals, jobseekers and young startup companies to define, communicate and sell their strongest attributes and uniqueness to a target audience. Becoming a brand seems to be an important first step today to become a thought leader in one specific field.

In this course, we:

- discuss **personal brands as important professional asset**
- talk about different **branding strategies** and how to align them with a professional career or business objectives
- emphasize how **social tools** can be used to self-organize and manage your brand building
- set-up a **social media ecosystem** consisting of several platforms that supports the brand building process
- introduce **platforms and tools** to feed, grow, automate and analyze social media accounts
- lay our hands on our own brands, i.e. this course is set-up in a way to work as **semester workshop** in which students can apply all learned principles, week-by-week to their own brand, blog, or website

Some **platforms to be covered** in this course are: Twitter, Facebook and Facebook Ad, Instagram, Pinterest, Google Analytics, Buffer, Hootsuite, IFTTT, Fiverr and many others.

This course will always take place in the fall semesters. It replaces the course “Personal Branding and Social Media Marketing” and broadens the concept towards Digital Marketing. The new course is a 6 ECTS event and in parallel to the exam, extensive exercises and homework has to be done. Basic knowledge is not required. It is highly recommended to setup a personal WordPress website. Reading and preparation is required next to the class. Respective material will be given in class. All necessary information concerning the course can be found within this syllabus.

We are pleased to welcome you to this course. And now: Let's go digital!

QUICK OVERVIEW

Instructors:

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Type:

Lectures and exercises, workbook.

Target Audience:

Bachelor students assigned to the “Wahlpflichtbereich” BWL 4.

Frequency:

Each fall semester.

APS (ECTS):

6

Workload Statement:

Part	Workload	ECTS
Course Preparation	45h	
Class attendance (lectures)	35h	
Individual work and assignments	85h	
Final Exam	15h	
Total	180h	6

Maximum Number of Students:

Limited only by room size.

Content:

Hands-on introduction into branding, personal branding and digital marketing tools to build up and foster your brand. The class is made up as an interactive, ongoing workshop.

Language:

English

Basic Literature:

1. Clark, Dorie (2013): **Reinventing You**, Harvard Business Review Press.
2. Gladwell, Malcolm (2011): **Outliers: The Story of Success**, Back Bay Books.
3. Ferris, Tim (2016): **Tools of Titans: The Tactics, Routines, Habits**, Houghton Mifflin Harcourt.
4. Tan, Chade-Meng (2012): **Search Inside Yourself**, Harper One.

Additional literature, videos, tools, individuals to follow and some other recommendations will be given in class.

Prerequisites:

1. Wordpress: We recommend you to go through some online tutorials on WordPress (or similar website creation tools), understand how they work, and potentially setup a simple first page.

We recommend the following free tutorials or free courses:

1. *Wpbeginner: How to Learn WordPress for Free in a Week (or Less)*
 2. *Wpbeginner: How to Install WordPress - Complete WordPress Installation Tutorial*
 3. *Tyler Moore: How to Make a WordPress Website - 2018 - In 24 Easy Steps*
 4. *Daniel Pataki: A Beginner's Guide to Creating A WordPress Website*
 5. *WordPress Cheat Sheet for Developers*
 6. *40 brilliant WordPress Tutorials 😊*
2. (Digital) Marketing skills: nothing required.
 3. Accounts: During the semester, we'll work a lot with Google's *Marketingplatform* (Google Analytics, Google Ads, Google Tag Manager, Google Data,...) and the most common social media platforms. It is helpful (but not required), if you set up your own account on these platforms before the class starts.

Course Number:

BOECO406, Vst-Nr. 2828

Registration:

Officially register using the booking tool at the University of Zurich. An individual application for this class is not necessary.

Grading:

Final exam, Written Documentation.

Dates:

Course: 17.9., 24.9., 1.10. each 16-20h

Exercises: 8.10., 15.10. (assignment period; no classes)

Course: 22.10. - 17.12. each Tuesday 16-18h

Deadline to submit presentation: 16.12.2019

Final exam, 14.01.2020, 16:00 - 18.00.

Location:

Please see the respective information posted on our website and in the VVZ.

Note:

This information in the syllabus supports the official information in the electronic university calendar (VVZ - Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is valid.

1. INTRODUCTION AND OBJECTIVE

1.1 Course Purpose & Objectives

Branding is one of the core marketing disciplines. It describes the process involved in **creating a unique name and image** for a product, or a service in the consumer's mind through **consistent communication** themes. Branding aims to establish a significant and differentiated **presence** in the market that attracts and retains loyal customers. The purpose of this course is to **apply the ideas of branding to building up a personal brand**. The course is a hands-on introduction into branding, personal branding and digital marketing tools to build up and foster a personal brand. The class is made up as an **interactive, ongoing workshop**.

The objectives of this course are to become accustomed with, understand, and apply branding techniques that are typically used in **digital marketing**. The course will motivate and encourage students to **practice** these concepts in practical exercises, to develop a spirit of problem solving, and to enhance the ability to think in business terms. The course presents **popular digital marketing and social media marketing tools with practical exercises** to familiarize students both with the theoretical and practical aspects of marketing methods.

This course should (a) support students creating an understanding of personal brands and branding strategies, (b) demonstrate the advantages and disadvantages of using different social media platforms, (c) build-up an ecosystem of social media platforms supporting a brand building process, (d) help students to feed, grow, automate and analyze social media activities, and (e) apply these ideas and principles to a personal brand.

1.2 Course Contribution towards Marketing Management

The course includes a comprehensive presentation of the **main tools** that are typically used in **digital marketing** management and branding. These elements are discussed in class and supported by examples. The approach adopted encourages students to critically evaluate given marketing situations and solutions, to discuss their applicability, as well as to solve given marketing decision problems.

1.3 Course Contribution towards Analytical Competence

The course presents the main analytical tools in social media marketing necessary to obtain and use data that are applied in the professional world and which help marketing managers to use data appropriately, to analyze marketing situations, to formulate marketing strategies and plans, and to evaluate their impact on the personal brand building process. The students' understanding of these analytical instruments, taught to them from basics, is realized through theoretical discussions, examples, exercises, and practical assignments.

1.4 Course Contribution towards Correctly Understanding and Applying Marketing Instruments

One course objective is to show how digital marketing instruments can support a personal brand building process. The tools presented and discussed in class provide students with an image of the complexity and pitfalls of typical digital marketing problems.

1.5 Course Contribution towards Critical Thinking and Problem-Solving Skills

As all digital tools are directly applied to realistic situations in the brand building process of

each student, students need to formulate the related marketing problems they perceive and marketing questions to these given situations. Problem solving skills are developed as a consequence of applying these digital tools and discussing alternatives. In order to foster critical thinking, the whole brand building process is accompanied, interpreted and critically analyzed.

1.6 Course Contribution towards Ethical and Social Responsibility

The cases that are presented in class integrate ethical questions in order to develop a sense of ethical and social responsibility and to actively generate an understanding of different cultural perspectives. An open minded, tolerant, and respectful atmosphere within class is necessary to maintain this. The pedagogical approach adopted in this course encourages students to participate contributing their opinions, experience, and comments to the discussions developed around the presented marketing methods and to seriously consider and discuss each other's opinion.

1.7 Course Contribution towards the Development of Good Teamwork and Communication Skills

The capability to effectively work in teams and to communicate during the working process is an essential skill for marketing managers. The pedagogical approach adopted in this course encourages students to participate in class forwarding their opinions, experience, and comments to the discussions developed around the presented marketing methods. Additionally, if possible, with the class size, group work encourages students to develop interpersonal communication skills, as well as to debate and negotiate ideas and decisions during their group work. Finally, students are obliged to use both verbal and written communication during their course work which reinforces these skills.

2. COURSE MATERIAL

Students have access to our web-based e-learning platform on OLAT to download the slides presented in class and find other relevant material such as datasets and literature. The following procedure is strongly recommended as preparation for the classes.

2.1 Overview of Classes

On our webpage, an overview of all courses given by our team can be found. Students can develop an idea of the classes and how they best fit into their personal agenda. The sites can be accessed through:

Chair for Marketing and Market Research Website

Marketing Group Zurich Website

2.2 Hands-on Guides

Several files have been prepared that provide background knowledge of the expectations in the classroom and some tips concerning "How to give presentations in class", "How to write in an academic style", etc. Those guides should be read prior to class to obtain a good understanding of what is expected.

2.3 Syllabus

For each course, a syllabus exists with all details concerning that specific course. This is the guideline for the class and a must-read. Everything concerning the grading of the course, the agenda, the planned topics, the workload, readings, and much more can be found in the syllabus.

2.4 The Slides

The slides presented and discussed in class are available on the e-learning platform. Slides can be downloaded for each class. The slides do not completely cover the entire syllabus.

Therefore, it is necessary to participate in class.

2.5 Recommended Readings

Recommended readings are articles that go into more details on the specific topics. They are presented at the end of each session.

2.6 Recommended Other Material

Throughout the class, we recommend a number of different videos to watch, individuals to follow, websites to verify, tools to test,.... In fact, the class is filled with a lot of material to experiment with. They are presented at the end of each session.

2.7 Templates

Slide presentations have to meet our formal requirements. Templates will be provided at the beginning of this course.

2.8 Additional Readings

The academic and professional papers published online or in marketing journals can also be used by students to obtain additional information about digital marketing and branding concepts, theories, and methods. The following journals are reputable and are therefore strongly recommended:

Marketing journals:

Journal of Marketing, Marketing Science, Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Quantitative Marketing and Economics, Journal of Interactive Marketing, Journal of Business Research, Journal of Service Research, Journal of Product and Innovation Management

Management journals:

Academy of Management Review, Academy of Management Journal, Management Science, Administrative Science Quarterly, Strategic Management Journal

For inspiration:

Harvard Business Review, Sloan Management Review, McKinsey Quarterly

3. COURSE CONTENTS

3.1 Overview of Lectures and Exercise*

Lecture	Date	Topic
L1	17.9.2019	Introduction to the Course Branding
L2	24.9.2019	Personal Branding
L3	01.10.2019	Toolbox
Exercise	2 weeks	Develop Personal Brand
L4	22.10.2019	Digital Marketing I
L5	29.10.2019	Digital Marketing II
L6	05.11.2019	Facebook
L7	12.11.2019	Instagram
L8	19.11.2019	Twitter
L9	26.11.2019	Other Social Media Platforms Social Media Ecosystem
L10	03.12.2019	Growth Hacking I
L11	10.12.2019	Growth Hacking II
Presentation	16.12.2019	Hand in personal brand presentation
L12	17.12.2019	Wrap-Up
Exam	14.01.2020	Get a Good Grade

* Preliminary outline for HS 2019, this schedule is potentially subject to change.

3.2 Details of Classes

This is the preliminary outline for HS 2019. This is subject to change and additional literature might be given in class.

L1: Introduction to Branding

Outline:

This unit will introduce you into some fundamental ideas about branding. Thus, you will become familiar with the definition of a brand, what it distinguishes it from name and logo, the key elements of successful brands, and the five steps of building successful brands. These five steps are applied onto a case study, in which we develop a brand. In the end, we'll talk

about the brand's identity system and how to create a brand book. Finally, you should be able to get an idea whether this course fits to your expectations and needs.

Objectives:

- (1) Understand what a brand is.
- (2) Understand the importance of creating a brand.
- (3) Identify the core elements that form a brand.
- (4) Understand that brands have financial value.
- (5) Understand the brand building process and the identity system of a brand.

L2: Introduction to Personal Branding

Outline:

This unit builds upon the fundamentals of branding and applies them personal branding. In this class, you learn what personal brands are, why they are important, you will have to cope with the 10 biggest lies almost everyone has for not building a personal brand, we will look at your passions, strengths, skills, and start the personal brand building process with the brand's promise, core values, and mission statement, identifying target customers and match solutions, finding brand names, logo and an identity system.

Objectives:

- (1) Understand what a personal brand is.
- (2) Understand the importance of creating a personal brand.
- (3) Identify the core elements that form a personal brand.
- (4) Understand the personal brand building process.
- (5) Identify your niche.
- (6) Identify your audience.
- (7) Market your niche idea to your audience and offer them value.
- (8) Defining brand promise, values and mission statement.
- (9) Developing brand name, logo and identity system.
- (10) Developing your brand.

L3: Toolbox

Outline:

This unit will introduce you to a toolbox you need to develop your own brand including the brand logo and identity system. Thus, we'll talk about design principles, about the differences between wordmarks, monograms, icons and logos, about color, color theory and color palette, as well as about typography. Equipped with this background theory and material, you are ready for the exercise and are able to develop your own personal brand.

Objectives:

- (1) Receive a toolbox that helps you expressing your brand ideas.
- (2) Get in touch with elementary design principles and learn how to break them.
- (3) Learn the rules of logo design.
- (4) Learn to differentiate between wordmarks, monograms, icons and logos.
- (5) Adapt a process to make a wordmark, design a monogram, create an icon and combine all of them.
- (6) Learn the fundamentals of the color palette and how to make one.
- (7) Learn the fundamentals of typography.
- (8) Create an identity system and a brand vision book.

L4: Introduction to Digital Marketing I

Outline:

In this unit, you will learn the fundamentals of digital marketing. We start with a discussion about what has changed by digital marketing, we talk about owned, earned and paid media and how develop strategies for each of them. Afterwards, we proceed discussing websites as the heart of your future brand building process, about requirements for appealing sites, functional as well as technical requirements. We continue talking about responsive designs and how to develop websites. Next, we look into customer journeys and conversions into goal-specific landing pages. We give a first look into the new Google Marketing Platform and into the Google Tag Manager to learn how they help you developing your sites. We finally close the class with a discussion about content and copy.

Objectives:

- (1) Learn to differentiate between owned, earned and paid media and develop strategies for each.
- (2) Understand the requirements for successful websites.
- (3) Understand customer journey and conversions into goal-specific landing pages.
- (4) Get a first impression of the Google Marketing Platform and learn how it works.
- (5) Get in touch with the Google Tag Manager and learn where it contributes to you improving your website.
- (6) Learn the difference between content and copy and how to develop high quality copy.

L5: Introduction to Digital Marketing II

Outline:

In this unit, you'll be first introduced into the fundamentals of using data for tracking objectives. We talk about the differences between a cookie and a pixel and learn why they are needed. We get in touch with Google analytics, select and specify goals as well as create our first tracking funnel. Afterwards, we have a long discussion about different Key Performance Indicators (KPIs) in social media, their measures and importance. We continue with introducing the key aspect of search engine optimization (SEO) and learn the 20 essential SEO optimization techniques. For identifying keywords, we'll work with different tools. Amongst others, we will use Google Keyword Planner and sneak into Google Ads. With this knowledge, we apply our first Google Search and Display campaigns. Next, we look into the major social media platforms and their characteristics and quickly talk about video, email and mobile marketing.

Objectives:

- (1) Learn the fundamental of analytics.
- (2) Discover Google Analytics.
- (3) Apply your first marketing funnel within Google Analytics.
- (4) Learn the basic definitions of common variables used in digital marketing analytics.
- (5) Understand SEO.
- (6) Learn the 20 essential SEO optimization techniques.
- (7) Discover the importance of keywords and how to find them.
- (8) Lay your hands on Google Ads.
- (9) Apply your first Google Search and Google Display campaign.
- (10) Understand what good content is and where to find it.
- (11) Got introduced into the basic social media platforms.
- (12) Get insights into video, email and mobile marketing.

L6: Facebook and Facebook Ads

Outline:

In this unit, we have a closer look into Facebook and Facebook Ads. We start simple with some core ideas about creating and optimizing FB pages. We look into some FB specifics on user journeys and experiences and get insights into FB SEO and keywords. We discuss strategies to post content and discover Facebook groups. Afterwards, we look into Facebook Ads, walk through an ad campaign, discuss its strength and weaknesses. Finally, the class is closed with a discussing about assistant to post content and automatize processes on Instagram.

Objectives:

- (1) Explore the use of a Facebook page.
- (2) Create a Facebook page.
- (3) Optimize a FB page.
- (4) Find out about user journey and experience.
- (5) Get FB related knowledge about SEO and keywords.
- (6) Find out how to post content.
- (7) Discover Facebook groups.
- (8) Understand advertisement and Facebook Ads.
- (9) Go through an entire Facebook Ad campaign.
- (10) Get it touch with post assistants and automations for Instagram.

L7: Instagram

Outline:

In this unit, we observe the social media platform Instagram, its characteristics, advantages and disadvantages and personal brand building. We start by looking into finding and creating niches on Instagram and how to create an account. We discover different content type, set a theme and flow. We continue by looking into different strategies to post content on IG and optimize the IG presence. We incorporate IG Analytics to improve the IG performance and learn how to post ads on IG. Next to analyzing existing assistant for posting on IG and automatizing certain processes, we mainly talk in the end of the class about content creation and curation.

Objectives:

- (1) Find a personal niche on Instagram.
- (2) Create your Instagram account.
- (3) Explore the various IG content types.
- (4) Set a theme and flow on Instagram.
- (5) Discover how to post content.
- (6) Optimize the IG presence.
- (7) Learn how to use Instagram Analytics.
- (8) Post an Instagram Ad.
- (9) Find out about content creation and curation.
- (10) Get in touch with post assistants and automations for Instagram.

L8: Twitter

Outline:

As the final major social media platform we discuss in this class, we look into Twitter. Very similar to the procedure before, we explore the platform in general, look into how to create an account and optimize a page. We analyze different content types and talk about how to

post content including the usage of hashtags. Furthermore, we have a look at Twitter Analytics and Ads, supporting apps and continue our discussion about content curation.

Objectives:

- (1) Explore the use Twitter.
- (2) Create a Twitter account.
- (3) Optimize a page.
- (4) Discover the Twitter content types.
- (5) Find out how to post content.
- (6) Integrate a personal brand on Twitter.
- (7) Discover content sources.
- (8) Gain an overview of Twitter.
- (9) Get to know Twitter Analytics & Ads.
- (10) Understand how to curate and create content.
- (11) Know post assistants and automations for Twitter.

L9: Other Social Media Platforms and a Social Media Ecosystem

Outline:

This unit closes the specific observation of social media platforms. We look into other relevant platforms, such as LinkedIn, Pinterest or potentially Vero or Snapchat. For each platform, we analyze its strengths, weaknesses and how it can be used for personal branding. Finally, we have a live view into a number of different second order apps that are used behind the social media platforms to find, analyze and automatize content. Out of these apps, we build our own ecosystem we plan to use. Apps we may discuss and use in here are Feedly, Buffer, IFTTT and some others.

Objectives:

- (1) Explore LinkedIn, its strengths, weaknesses and usage.
- (2) Explore Pinterest, its strengths, weaknesses and usage.
- (3) Learn about the importance of second order apps to find, analyze and automate content.
- (4) Learn about the importance of content search and automatization.
- (5) Build some of these second order apps together and set-up an individual social media ecosystem.

L10: Growth Hacking I

Outline:

In this and the following unit we will introduce the basic concepts of growth hacking and we will show how they can be applied to optimize three steps in the online conversion funnel: Awareness; Consideration and Purchase.

We will start this unit by reviewing what the online marketing conversion funnel is. Then we will show to growth hack awareness. We will talk about measuring awareness through web-traffic using Google Analytics. Then we will explore 4 channels through which we can increase awareness: search engine optimization (SEO); sponsored search; display advertising; influencer marketing. Increasing awareness through each channel comes with a specific set of actions and expected returns. However, as the customer base is often heterogeneous, there is no unique recipe that works for everybody. We will close the unit by understanding how to develop buyer personas and tailor strategies to each type.

Objectives:

- (1) Review the basic concepts of online marketing conversion funnels.
- (2) Measure web-traffic using Google Analytics.
- (3) Learn the fundamentals of SEO.
- (4) Learn the fundamentals of sponsored search and display advertising using Google Ads.
- (5) Setup influencer-marketing campaigns.
- (6) Create buyer personas and learn how to tailor strategies to each type.

L11: Growth Hacking II**Outline:**

In this unit we will first learn how to setup conversion goals and measure outcomes in Google Analytics. Then we will continue with the next two steps in the conversion funnel: Consideration and Purchase. We will discuss how to gain insights into the consideration stage by understanding user engagement on the website. We will then look into how to increase purchases by optimizing the conversion funnel. For this we will show how to identify the leaks in the funnel and how to fix them through email marketing and remarketing campaigns. We will conclude by showing how evaluate which growth hacking strategies work best using A/B testing.

Objectives:

- (1) Measure and optimize conversions using Google Analytics
- (2) Understand user engagement on your website.
- (3) Identify leaks in the conversion funnel.
- (4) Email marketing
- (5) Fix the leaks using remarketing campaigns.
- (6) Identify which strategies work best by doing A/B tests.

L12: Wrap-up**Outline:**

In this final class, we wrap-up the whole semester class, emphasize important elements, look into some student achievements and introduce the structure of the exam.

Objectives:

- (1) See the important elements of this class.
- (2) Learn to continue with the personal brand building after this class.
- (3) Get ready and prepared for the exam.

4. EVALUATION

Given the size of the class, this course consists of one formal final assessment.

Final Exam (70%)

In January, we will have a final exam. The Multiple Choice Test covers the content of the lectures and exercises. For each lecture, we will create 5 multiple choice questions. All questions can be referred to specific pages.

Written Documentation (30%)

Students are asked to document your progress in developing your own brand. This can be your own personal brand, or alternatively a brand you are working for and have access to all required platforms.

This documentation can be created as a power point presentation describing student's personal brand concept, how it is used on social media and how they monitor the development using key performance metrics. The presentation is a requirement for the course this year.

To guide students in preparing the presentation and developing their personal brand, we created a workbook with exercises for each lecture. The entire workbook will be made available in the beginning of the semester.

5. ACADEMIC FRAUD

Academic fraud is an act by a student, which may result in a false academic evaluation of that student or of another student. The Honor Code of the University of Zurich applies to all work in this course, and will be strictly enforced. The intent of the Honor Code in this course is to ensure that each student claims and receives credits for his/her own efforts. Violations to this are considered academic fraud.

6. ADMINISTRATIVE COMMENTS

6.1 Students with Disabilities

Any student with a documented disability needing academic adjustment or accommodations is requested to speak with the instructor of this course during the first day of the course. All discussion will remain confidential. Students with disabilities will need to also contact the directors of the school.

6.2 Registration Cards

Registration cards will be handed out at the beginning of the course. Students will be asked to add a recent profile picture and some personal information. The information is kept confidential and is only accessible to our team. We will need this information to learn the students' names by pictures and for administrative reasons. Delivering these files is of course voluntary.

6.3 Name Plates

Name plates should be used regularly in class so that we can learn the students' names. Name plates will be handed out during the first day of the course.

6.4 Getting in Contact

Emails should be short and to the point. Before sending an email it should be clarified that email is the right medium for the question or concern at hand. Questions can also be asked at the beginning of or during lectures and exercises. Emails should be first send to the TAs.

6.5 Class Dismissal

Students are asked to remain seated and attentive until class is dismissed by the lecturer or teaching assistant.

6.6 Sound-emitting Devices

It is expected that everybody turns off/mute all devices that emit sounds and noises that may interrupt the class (e.g., mobile phones, pagers, watch alarms). If an occasion arises, in which a student may need to receive a phone call, he or she has to inform the lecturer or teaching assistant before class.

6.7 Laptops and Calculators

Laptops, tablets, mobile phones, and programmable calculators are allowed in class if indicated by the lecturer or teaching assistant and as far as their usage supports the individual learning process. Otherwise they are not permitted.

6.8 Important Deadlines and Class Schedule

Important deadlines and the class schedule are communicated in the first lecture. If a student cannot participate in this lecture, it is his/her duty to obtain any relevant information.

We are very much looking forward to meeting you in class!