



Course syllabus

Faculty of Business, Economics and Design

Department of Marketing and Tourism Studies

1FE642 E-marketing, 7,5 högskolepoäng

1FE642 E-marketing, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2010-06-14

Revised 2022-12-05 by School of Business and Economics. Change of department.
The course syllabus is valid from spring semester 2023

Prerequisites

General entry requirements as well as Business Administration 1-30 credits, or the equivalent.

Objectives

On completion of the course, students should be able to:

- Account for the ways in which e-marketing as a phenomenon can be understood and evaluated
- Account for business-models and strategies for e-trade
- Discuss strategies for e-marketing, its content, structure, as well as how it is related to organisations' overall strategies
- Discuss customer-relationships and customer-behaviour in an online context
- Discuss current Internet culture, its threats and possibilities for organisations
- Describe, analyse and evaluate digital media/communication initiatives with focus on social media and its value-creation

Content

Introduction to e-marketing: Internet as a channel for trade and market place – its micro, and macro environment, digital marketing strategies, digital market

communication.

Development of strategies for e-marketing: integrated vs. separated e-marketing strategies, strategy processes, market mix and Internet, relationship marketing and e-CRM.

Implementation and practice: perspectives on development and evaluation, campaign planning for digital media, select, evaluate, and optimize digital channels.

The social Internet: trends and behaviour, threats and possibilities, analytical framework for social media/technology, social technographic profile, value-creation and Internet.

Type of Instruction

Teaching is in the form of lectures, seminars, case-studies and group assignments. Participation in and preparation for seminars etc. is obligatory.

Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

The course is examined through a written exam. Active participation in seminars and other teaching, the result from written reports and the written exam provide basis for the grading.

Students who do not achieve a satisfactory result in the examinations are permitted to make a second attempt approximately 5-8 weeks after the normal examination date. The student will have a minimum of five occasions for written exams in relation to the syllabus to which the student was accepted. Usually 3 occasions per academic year.

Results are graded using one of the terms Passed with distinction, Pass or Fail, and A-F according to the ECTS scale. For the grade pass, the expected learning outcomes have to be reached; the grade is based upon the degree to which the learning outcomes are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr 2011/160".

Course Evaluation

A written evaluation is conducted and compiled in a report, which is filed at the department. The result and actions, if taken, are communicated by the teacher responsible for the course and presented to the students in the way most appropriate according to the teacher responsible for the course. Other types of evaluations, such as continuous during the course or oral communication with the students, can occur and is encouraged to secure continuous quality improvement.

Required Reading and Additional Study Material

Chaffey, D., Ellis-Chadwick F. *Digital Marketing – Strategy Implementation and Practice*. Pearson Education Ltd. Latest edition. 728 p.

Li, C., Bernoff, J. *Groundswell, winning in a world transformed by social technologies*. Boston, Harvard Business School Press. Latest edition. 224 p.

Armstrong, G., Kotler, P. *Principles for Marketing: an Introduction*. International Ed. Upper Saddle River, N.J.: Prentice Hall. Latest edition. 744 p.

Grönroos, C. *Marknadsföring I tjänsteföretag*. Liber. Latest edition. 195 p.

Shirky, C. *Here comes everybody, the power of organizing without organizations*. London, Penguin Books. Latest edition. 352 p.

Weill, P., Vitale, M. *Place to space, migrating to e-business models*. Boston, Harvard Business School Press. Latest edition. 372 p.

Scientific Articles 100 p.