



Course syllabus

School of Business and Economics
Department of Organisation and Entrepreneurship

1FE648 Digital Marketing, 7,5 högskolepoäng
Digital 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 by School of Business and Economics 2017-01-25
The course syllabus is valid from autumn semester 2017

Prerequisites
Business Administration I, 30 credits or at least 15 credits completed courses from Business Administration I and English B/6 or the equivalent.

Objectives

After completing the course the student is expected to be able to:

- account for the ways in which digital marketing as a phenomenon can be understood and evaluated
- account for business-models and strategies for e-trade
- discuss strategies for digital 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 digital 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 digital marketing, 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.

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 and group assignments. Obligatory parts are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through a written exam, active participation in seminars and written reports.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail.

After each regular examination there will be at least one new examination in close proximity to the date the results of the regular exam were posted. A minimum of five occasions for written exams will be offered in relation to the syllabus to which the student was accepted. Usually three occasions per academic year are offered. Students that fail reports can complement after instructions from the examiner to obtain a pass grade.

Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course: 1FE642, 1FE643, 7,5 credits

Required Reading and Additional Study Material

Required reading

Chaffey, D. & Ellis-Chadwick F. *Digital Marketing – Strategy Implementation and Practice*. Pearson Education Ltd. Latest edition. About 730 pages.

Li, C. & Bernoff, J. *Groundswell, winning in a world transformed by social technologies*. Boston: Harvard Business School Press. Latest edition. About 220 pages.

Scientific articles. About 100 pages.

Reference literature

Grönroos, C. *Marknadsföring i tjänsteföretag*. Liber. Latest edition. About 200 pages.

Parment, A, Kotler, P. and Armstrong G. *Principles of Marketing Swedish Edition*. Prentice Hall/Pearson, Latest edition. About 490 pages.

Shirky, C. *Here comes everybody, the power of organizing without organizations*. London: Penguin Books. Latest edition. About 350 pages.

Weill, P. & Vitale, M. *Place to space, migrating to e-business models*. Boston: Harvard Business School Press. Latest edition. About 370 pages.