



## Course syllabus

School of Business and Economics  
Department of Organisation and Entrepreneurship

1IK441 Digital marknadsföring i praktiken, 7,5 högskolepoäng  
Applied Digital marketing, 7.5 credits

### **Main field of study**

Informatics

### **Subject Group**

Informatics/Computer and Systems Sciences

### **Level of classification**

First Level

### **Progression**

G1F

### **Date of Ratification**

Approved by School of Business and Economics 2014-11-27

The course syllabus is valid from spring semester 2015

### **Prerequisites**

Business administration I, 30 credits and E- marketing, 7,5 credits, work samples.

## Objectives

After completing this course the student should be able to:

- account for campaign planning of search engine marketing
- carry through a planned PPC-advertising campaign
- account for analyzing and optimization techniques of search engine campaign activities
- in practice analyze and optimize PPC advertising campaign activities

\*PPC=Pay per click

## Content

The course contains:

- organizing PPC-accounts successfully
- developing a campaign structure
- managing and organizing Ad groups
- keyword research and management
- budget and bid strategies
- campaign monitoring and optimization
- writing and evaluating ads

## Type of Instruction

Teaching is in the form of tutoring, lectures, seminars, cases and group assignments. Participation in and preparation for all the different teaching activities on the course is obligatory.

Obligatory parts are stated in the schedule.

### Examination

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

The course is examined through completing and submitting the practical project, the writing of associated reports, and a verbal presentation of the results from the practical project. An active participation during lectures and seminars together with the writing and presentation of project reports constitute the individual grading.

Results are graded using one of the terms: Pass or Fail, and C-F according to the ECTS scale.

For the grade pass, the objectives have to be reached; the grade is based upon the degree to which the objectives are met. The weighing of the grades to the course grade is following the principles in the document "Principer för betygsrapportering dnr: ELNU 2011/160".

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.

Students that do not pass reports can complement according to instructions from the examiner.

### Course Evaluation

A written course evaluation is carried out and compiled in a report, which is archived at the faculty. The results and possible measures taken are communicated by the course coordinator and presented to the students the next time the course is given, or in another way deemed suitable by the course coordinator. Other types of course evaluations, for example regular evaluations throughout the course or discussions with students, will be included and encouraged with the aim of ensuring continuous quality development.

### Required Reading and Additional Study Material

#### Required reading

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

Geddes, B. *Advanced Google AdWords*. Sybex, latest edition, 696 p.

#### Reference literature

Fishkin, R. & Høgenhaven, T. (2013) *Inbound Marketing and SEO: Insights from the Moz Blog*. John Wiley & Sons, 362 p.

#### Övriga läromedel

Digitalt kursmaterial