



Course syllabus

School of Business and Economics

Department of Marketing

1IK600 Digital Marketing, 7.5 credits

Digital Marketing

Main field of study

Informatics

Subject Group

Informatics/Computer and Systems Sciences

Level of classification

First Level

Progression

G1F

Date of Ratification

Approved 2017-12-13

Revised 2022-02-14 by School of Business and Economics. Revision of prerequisites, set of examination and update of standard texts.

The course syllabus is valid from autumn semester 2022

Prerequisites

General entry requirements. At least 15 credits completed courses from Business Administration G1N of which, at least 7.5 credits of marketing and English 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

The course contains:

- 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.
- 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

The teaching consists of lectures, case studies och seminars.

Examination

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

The course is examined through a written examination (3 credits), a serie of knowledge tests and assignments (4.5 credits).

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. 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 the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. 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 and 1FE648 with 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

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.