



Course syllabus

School of Business and Economics

Department of Marketing

2FE421 Marknadskommunikation, 7,5 högskolepoäng

Marketing Communication, 7.5 credits

Main field of study

Business Administration

Subject Group

Business Administration

Level of classification

First Level

Progression

G2F

Date of Ratification

Approved by School of Business and Economics 2015-05-13

The course syllabus is valid from spring semester 2016

Prerequisites

In order to be admitted to the course, the applicant will need to have successfully completed 105 of 120 credits from the first two years of the Business Administration and Economics Programme.

Objectives

After completing this course the student should be able to:

- account for relevant factors and considerations involved in marketing communication decisions
- analyze and evaluate a company's marketing communication from a marketing strategy perspective
- analyze and evaluate integrated marketing communications from a marketing strategy perspective
- account for the influence of digital media on a company's marketing communications strategies

Content

The course has both a theoretical and a practical focus. During the course the students will in groups execute a substantial project with a practical focus. To support this different theoretical perspectives will be presented and discussed during the course.

Issues to be discussed during the course are:

- communication theory
- integrated marketing communications
- campaign planning and marketing planning
- digital media

- digital media
- storytelling

Type of Instruction

The learning situation consists of lectures and seminars, paired with tutoring and instruction in the group-based projects.

Examination

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

The course is examined through a written exam, report and oral presentation.

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/module at the latest, as well as how grades on separate elements of examination are weighed to a final course grade.

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.

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: 2FE420.

Required Reading and Additional Study Material

Obligatory literature

Fill, C. *Marketing Communications: Brands, Experiences & Participation*. Pearson Education Ltd. Latest edition. About 800 pages.

Scientific articles, about 300 pages.