



Course syllabus

School of Business and Economics

Department of Marketing

2FE422 Marknadsföring i mobila enheter, 7,5 högskolepoäng

Marketing in Mobile Devices, 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 Department of Marketing 2013-01-29

The course syllabus is valid from spring semester 2013

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

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

- describe and explain basic concepts in mobile marketing and commerce
- discuss and analyse how engagement and relationships could be created, enhanced, and kept in the context of mobile devices
- compare and critically discuss different tools of marketing communications in mobile devices

Content

The content of the course:

- internet marketing and E-Commerce
- mobile Commerce
- the mobile consumer
- the networked individual
- mobile marketing and advertising
- mobile promotions and location-based marketing
- mobile applications and websites
- mobile marketing analytics and evaluation

Type of Instruction

Teaching is in the form of lectures, seminars, group work, as well as individual work.

Examination

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

The grading is based on assessment of the written exams, reports and the student's ability to present and discuss report contents. Individually written exam, and/or written papers as the result of group assignments. An active participation during mandatory seminars is required in order to pass the course. 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". 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.

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

Obligatory literature

Krum, C. (2010). *Mobile Marketing: finding your customers no matter where they are*, Pearson Education. 343 p.

Rainie, L. & Wellman, B. (2012). *Networked: The new social operating system*. Cambridge, MIT press. 358 p.

Scientific articles 150 p.