



Course syllabus

School of Business and Economics

Department of Marketing

2FE423 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 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

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. 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, reports and oral presentations.

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:2FE422.

Required Reading and Additional Study Material

Obligatory literature

Krum, C. *Mobile Marketing: finding your customers no matter where they are*, Pearson Education. About 340 p. Latest edition.

Rainie, L. & Wellman, B. *Networked: The new social operating system*. Cambridge, MIT press. About 360 p. Latest edition.

Scientific articles 150 p.