



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 2015-05-13

Revised 2019-06-20 by School of Business and Economics. Literature revision.

The course syllabus is valid from autumn semester 2019

Prerequisites

Business administration I-II, 60 credits whereof at least 15 credits in marketing and English B/ English 6.

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

Course Evaluation

During the implementation of the course or in close connection to the course a course evaluation is to be carried out. Result and analysis of the course evaluation is to be presented as feedback both to the students who have completed the course and to the students who are to participate on the course the next time it is offered. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: 2FE422

Required Reading and Additional Study Material

Obligatory literature

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

Scientific articles. About 400 pages.