



Course syllabus

School of Business and Economics

Department of Marketing

2FE423 Marknadsföring i mobila enheter, 7.5 credits
Marketing in Mobile Devices

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 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

Business administration 60 credits on level G1N and G1F, of which at least 15 credits in marketing and English 6 or the equivalent.

Objectives

After completing this course the student 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 course contains:

- 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

The teaching consists of lectures, seminars and case studies.

Examination

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

The course is examined through a written home-take examination and a assignment (3.5 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: 2FE422 with 7.5 credits.

Required Reading and Additional Study Material

Required reading

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

Scientific articles. About 400 pages.