



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

2FE424 Ny teknik i marknadsföring, 7,5 högskolepoäng
New Technologies in Marketing, 7.5 credits

Main field of study

Business Administration

Subject

Business Administration

Level

First cycle

Progression

G2F

Date of Ratification

Approved 2024-01-29.

The course syllabus is valid from autumn semester 2024.

Prerequisites

Business administration 60 credits, of which at least 15 credits in marketing, or the equivalent. English 6, or the equivalent.

Objectives

After completing this course the student should be able to:

- demonstrate an understanding of the impact of new technologies on the marketing landscape
- describe and explain the opportunities and difficulties when employing novel technologies in marketing (internally/externally)
- discuss and analyze how current and upcoming technologies may assist companies in marketing
- explain and reflect on how novel technologies or techniques can be evaluated,

- implemented and maintained to market a service or product
- discuss and explain operative and ethical issues when employing new technologies in marketing

Content

The course contains:

- introduction to emerging technologies in marketing
- technologies and the changing consumer behavior in the marketing industry
- overview of data analysis and artificial intelligence in marketing
- internal and external stakeholders in implementing new technologies
- challenges associated with integrating new technologies into existing marketing strategies and infrastructure
- overview of the process for evaluating and selecting new marketing technologies
- case studies of successful technology implementation and maintenance in marketing
- overview of the ethical and societal considerations

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 or F.

The course is examined through an individual written report that is presented orally on a seminar 3.5 credits, individual written case study analysis 2 credits and individual forum engagement 2 credits (assessment of students' participation and feedback to others work).

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

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 and 2FE423 with 7.5 credits each.

Required Reading and Additional Study Material

Cases. About 40 pages.

Reports. About 100 pages.

Scientific articles. About 450 pages.