



COURSE SYLLABUS

Digital Marketing and Social Media, 7.5 credits

Digital marknadsföring och sociala medier, 7,5 högskolepoäng

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|----------------------|------------------|-----------------------------|--|
| Course Code: | TDMK13 | Education Cycle: | First-cycle level |
| Confirmed by: | Dean Mar 1, 2023 | Disciplinary domain: | Social sciences (50%) and technology (50%) |
| Valid From: | Aug 1, 2023 | Subject group: | JK9 |
| Version: | 1 | Specialised in: | G1F |

Intended Learning Outcomes (ILO)

After a successful course, the student shall

Knowledge and understanding

- demonstrate comprehension of digital marketing
- demonstrate comprehension of social media from a scientific perspective
- show familiarity with search engine optimization

Skills and abilities

- demonstrate the ability to conduct audits for a marketing purpose
- demonstrate the ability to create a marketing plan for social media including budget and target group segmentation
- demonstrate the ability to create textual and visual content for digital and social media
- demonstrate the ability to use digital tools for analysis and monitoring

Judgement and approach

- demonstrate the ability to think critically about social media and digital marketing

Contents

The course comprises basic theories within marketing and marketing communication with a focus on the internet, search engines and social media.

The course includes the following parts:

- Auditing for digital marketing purposes
- Sales- and marketing processes for social media
- UX writing
- Current social network systems and trends in social media
- Advertising on social media and digital platforms
- Programmatic marketing
- Big Data and the use of algorithms in digital marketing
- Application potential of statistics and analytics in digital marketing

- Content marketing
- Transmedia and crosschannel storytelling
- Search engine optimization
- Laws and ethical guidelines for marketing communication on the internet

Type of instruction

Lectures, assignments and project work.

The teaching is conducted in English.

Prerequisites

General entry requirements and taken course in Marketing Communication, 7,5 credits.

Examination and grades

The course is graded 5,4,3 or Fail.

Registration of examination:

| Name of the Test | Value | Grading |
|------------------|-------------|---------|
| Assignment | 3.5 credits | 5/4/3/U |
| Project | 4 credits | 5/4/3/U |

Course literature

Literature

The literature list for the course will be provided 8 weeks before the course starts.