



## COURSE SYLLABUS

# Digital Marketing, 7.5 credits

*Digital Marketing, 7,5 högskolepoäng*

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<b>Course Code:</b> JDMS27	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Oct 26, 2016	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Oct 19, 2020	<b>Subject group:</b> FE1
<b>Valid From:</b> Jan 18, 2021	<b>Specialised in:</b> A1F
<b>Version:</b> 3	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

1. Describe and explain current research and development work in the field of marketing and its digital application
2. Relate and explain various elements of the marketing mix and how they impact the overall marketing efforts supporting the digitalization of business
3. Explain and discuss digital marketing tools and concepts

Skills and abilities

4. Analyze the complex phenomena of marketing and its specific issues and situations associated with digitalization of business
5. Explain and discuss the advantages and disadvantages of different digital marketing tools in solving practical marketing challenges and problems
6. Formulate and design marketing efforts of a firm using strategies and tactics supported by research

Judgement and approach

7. Reflect upon the impact of digitalization on the marketing mix from a theoretical, practical and ethical perspectives

### Contents

Today's consumers are more connected, more active and impatient. They interact with products and brands in new ways. Hence, a company's marketing efforts need to keep up with the pace of digital development. This course outlines how marketing is changing because of digital technologies and discusses how theories and practices need to be adapted to meet consumers' expectations. Participants learn about the strategies, tools and techniques to effectively leverage technology for marketing purposes. Topics include:

- Digital marketing strategy

- Online consumer behavior
- Designing digital relationships
- Social media marketing
- Ethical issues in digital marketing

### Connection to Research and Practice

The course is based primarily on contemporary research on various topics related to digital marketing. Contemporary and important research articles form the main component of the literature in the course. Through the analysis of selected journal articles, the students explore deeper into each topic and learn about the various issues and implication of digital marketing from a theoretical as well as practical perspective.

Discussions in the classroom are always supported by presenting cases and examples from practice. Additionally, by engaging in the group work project based on a case company, students are guided in applying theoretical principles and analytical skills in a quasi-real-life experience. Furthermore, the students' study for and take practical certification tests as part of the course which are highly valued by the industry.

### Type of instruction

Seminars, discussions, reading assignments, project work and student presentations. In addition to class contact, students need to devote extensive time to independent study for their assignments, industry certification and project work.

The teaching is conducted in English.

### Prerequisites

Bachelor's degree in Business Administration (i.e. the equivalent of 180 ECTS credits at an accredited university), including Understanding Digital Business 7.5 credits (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

Individual Written Examination (ILOs: 1, 2, 3, 4, 5, 7) representing 4 credits.

Group Examination (ILOs: 1, 2, 4, 5, 6) representing 3,5 credits.

Registration of examination:

Name of the Test	Value	Grading
Individual Written Examination <sup>†</sup>	4 credits	A/B/C/D/E/FX/F
Group Examination <sup>†</sup>	3.5 credits	A/B/C/D/E/FX/F

<sup>†</sup> All parts of the compulsory examination in the course must be passed with a passing grade (A-E) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. There must be course evaluators identified among the students. The evaluation is carried out continuously as

well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### **Other information**

#### Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### **Course literature**

Since digital marketing is a rapidly evolving field, we don't use one specific textbook. Instead a list of articles will be provided at the course introduction.