



## COURSE SYLLABUS

# Market Communication in a Digital World, 7.5 credits

*Market Communication in a Digital World, 7,5 högskolepoäng*

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<b>Course Code:</b> MLSR23	<b>Education Cycle:</b> Second-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education Jan 4, 2013	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Mar 29, 2021	<b>Subject group:</b> FE1
<b>Valid From:</b> Aug 23, 2021	<b>Specialised in:</b> A1N
<b>Version:</b> 5	<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. Explain and discuss how relationships between consumers and brands form the basis for market communications.
2. Demonstrate knowledge about basic theoretical concepts and tools within the market communications field.
3. Demonstrate thorough understanding of the dominant theories within the field.

Skills and abilities

4. Discuss and explain various market communications tools, how they interact in marketing communications processes and their advantages and disadvantages in solving different types of practical communication challenges and problems.
5. Apply the tools and techniques of market communications in digital arenas.

Judgement and approach

6. Analyze market communications problems from theoretical, practical and ethical perspectives.

### Contents

In a time when consumers are more connected, more active and more impatient, they also interact with product and service brands in new ways. This places new demands on how firms talk with their customers. The course 'Marketing communications in a digital world' is about how to communicate offerings to your target groups. The purpose is to provide you as future marketing managers, brand managers, consultants, communication specialists or other, with strategies, tools and techniques to effectively do that, while keeping your brand in mind. The course introduces you to key concepts and terminology in more traditional advertising management and media selection, as well as novel approaches to marketing communication in digital and social media.

### Connection to Research and Practice

The course is based on relevant research connected to marketing communication. Contemporary and important research articles as well as text books form the main component of the literature in the course. The book serves as a basic reference guide while the various articles serve to deepen the knowledge of students on each topic in the course. Lectures as well as discussions in the classroom are mostly supported by presenting cases and examples from practice. Additionally in the group based project work, students work on live cases in which they apply the theoretical principles learnt in the classroom in a real world scenario.

### **Type of instruction**

The course includes lectures, workshops, group work, as well as written examination.

The teaching is conducted in English.

### **Prerequisites**

Bachelor's degree in Business Administration including 60 credits in Business Administration (or the equivalent).

### **Examination and grades**

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

Individual written exam (ILOs: 1, 2, 3, 4, 6) representing 4,5 credits.

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

Registration of examination:

Name of the Test	Value	Grading
Individual written exam <sup>†</sup>	4.5 credits	A/B/C/D/E/FX/F
Group assignment <sup>†</sup>	3 credits	A/B/C/D/E/FX/F

<sup>†</sup> All parts of 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 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**

The course literature will be communicated before the beginning of the course.