



## 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>	Examiner Mar 31, 2016	<b>Subject group:</b>	FE1
<b>Valid From:</b>	Aug 22, 2016	<b>Specialised in:</b>	A1N
<b>Version:</b>	4	<b>Main field of study:</b>	Business Administration
<b>Reg number:</b>	IHH 2016/1418-313		

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### Intended Learning Outcomes (ILO)

This course aims at advancing the understanding of digital market communications in a global arena. The underlying assumption is that the students will work on global markets and the course takes a truly global perspective.

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 starts from a brand perspective and 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.

### **Type of instruction**

Lectures, guest lectures, seminars and projects.

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.

The course consists of three forms of examination: A theoretical project, a practical project and a written exam. Half of the examination is group-based, and half is individual.

ILO 1: Written exam and theoretical project assignment

ILO 2: Written exam, theoretical project assignment and practical project assignment

ILO 3: Theoretical project assignment

ILO 4, 6: Written exam and practical project assignment

ILO 5: Practical project assignment

Registration of examination:

Name of the Test	Value	Grading
Examination <sup>1</sup>	7.5 credits	A/B/C/D/E/FX/F

<sup>1</sup> Determines the final grade of the course, which is issued only when all course units have been passed.

### **Course evaluation**

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and 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**

Fill, C., Hughes, G. & De Francesco, S. (2013). *Advertising. Strategy, creativity and media*. Harlow: Pearson.

Additional readings in the form of journal articles from major journals such as Journal of Advertising, Journal of Advertising Research, Journal of Marketing, and Journal of Marketing Communications.