

COURSE SYLLABUS

Digital Marketing, 7.5 credits

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Course Code:	JDMS27	Education Cycle:	Second-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Oct 26, 2016	Disciplinary domain:	Social sciences
Valid From:	Jan 16, 2017	Subject group:	FE1
Version:	1	Specialised in:	A1F
Reg number:	IHH 2016/4164-313	Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

This course provides an understanding for theories and practices of digital marketing. It deepens the knowledge and skills necessary to leverage digital technologies for various marketing purposes. Participants are challenged to apply digital marketing to launch a new product or service. For the digital marketing project students conceive, design and prototype a digital marketing campaign. Students work iteratively throughout the course to search for the right communication model based on validated learning. The weekly assignments such as talking to customers, creating content and running A/B experiments will culminate to the final project.

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

Knowledge and understanding

1. Explain and discuss digital marketing tools and concepts
2. Describe current digital marketing issues and how they can be explained with different theoretical approaches
3. Explain current research and development work in the field of marketing and its digital application

Skills and abilities

4. Analyze, assess and deal with complex phenomena of marketing and its specific issues and situations associated with digital business
5. Explain and discuss digital marketing tools and their advantages and disadvantages in solving different types of practical challenges and problems
6. Apply various digital marketing tools and techniques to create and promote new products

Judgement and approach

7. Analyze marketing problems from 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
- Digital product development
- Growth hacking and community building
- Content marketing and online branding
- Social media marketing
- Analytics and metrics

Type of instruction

The primary method of learning in this course is project-based learning. Participants tackle real issues and reflect on actions. In parallel to the hands-on work, the course covers the theoretical foundations based on a combination of lectures, discussions, case studies, reading assignments and student presentations. The project follows the lean startup/lean marketing process of build, measure and learn.

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.

The examination in this course consists of two main forms: Project work and a written exam.

ILO 1, 2, 3, 5 will be assessed through the written exam.

ILO 2, 4, 5, 6, 7 will be assessed through the project work.

Registration of examination:

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

¹ 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 programme directors and discussed in programme 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

Since digital marketing is a rapidly evolving field we don't use one specific textbook. Instead the resources include readings, podcasts and videos from various sources. All resources are provided online.

Students can be required to pay small fees related to mandatory course activities (e.g. buying cases).