



COURSE SYLLABUS

Digital Marketing and Social Media, 7.5 credits

Digital marknadsföring och sociala medier, 7,5 högskolepoäng

Course Code:	TDMK19	Education Cycle:	First-cycle level
Confirmed by:	Dean Jun 1, 2019	Disciplinary domain:	Social sciences (50%) and technology (50%)
Valid From:	Aug 1, 2019	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 programmatic marketing communication for digital channels
- show familiarity with search engine optimization

Skills and abilities

- demonstrate the ability to conduct pilot and market studies
- demonstrate the ability to create a marketing plan for social media including budget and target group segmentation
- demonstrate the ability to create marketing communication content for digital and social media
- demonstrate the ability to use digital tools for analysis and monitoring

Judgement and approach

- demonstrate the ability to analyse and evaluate existing marketing communication for digital and social media
- demonstrate the ability to conduct an SEO-analysis
- demonstrate the ability to evaluate and suggest suitable channels for marketing communication on the internet and social media

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:

- Pilot and marketing studies
- Sales- and marketing processes for social media
- Always-on and agility in digital marketing communication
- Customer journey marketing
- Current social platforms

- Advertising on social media and digital platforms
- Programmatic marketing
- Big Data and the use of algorithms in digital marketing
- Statistics and analytics
- Content marketing
- Viral spread
- 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 completion of the course Marketing Communication, 7,5 credits.

Examination and grades

The course is graded Fail (U) or Pass (G).

Registration of examination:

Name of the Test	Value	Grading
Project Work and Assignments	7.5 credits	U/G

Course literature

Literature

The literature list for the course will be provided one month before the course starts.

Title: Spreadable Media

Author: Jenkins, H., Ford, S. and Green, J.

Publisher: New York University Press

ISBN: 9780814743508

Title: How Brands Grow Part 2

Author: Romaniuk, J. and Sharp, B. (2015)

Publisher: OUP Australia and New Zealand

ISBN: 9780195596267

Title: How Brands Grow

Author: Sharp, B.

Förlag: OUP Australia and New Zealand

ISBN: 9780195573565