



## COURSE SYLLABUS

# Digital Marketing and Social Media, 7.5 credits

*Digital marknadsföring och sociala medier, 7,5 högskolepoäng*

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<b>Course Code:</b>	TDMK19	<b>Education Cycle:</b>	First-cycle level
<b>Confirmed by:</b>	Dean Jun 1, 2019	<b>Disciplinary domain:</b>	Social sciences (50%) and technology (50%)
<b>Revised by:</b>	Director of Education Aug 15, 2019	<b>Subject group:</b>	JK9
<b>Valid From:</b>	Aug 1, 2019	<b>Specialised in:</b>	G1F
<b>Version:</b>	2		

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### 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

Titel: Cyber Effects

Författare: Mary Aiken

Förlag: Hodder Stoughton General Div

ISBN: 9781473610255

Not mandatory but highly recommended:

Titel: Digital Minimalism

Författare: Cal Newport

Förlag: Penguin USA

ISBN: 9780525542872