

SYLLABUS

Strategies for digital marketing 15 credits M7041N

Strategier för digital marknadsföring

Course syllabus admitted: Autumn 2023 Sp 1 - Present

**DECISION DATE
2022-02-11**

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Strategier för digital marknadsföring

Second cycle, M7041N

Education level	Grade scale	Subject	Subject group (SCB)
Second cycle	U G VG	Företagsekonomi	Business Administration

Entry requirements

Completed courses of 120 credits, of which at least 90 credits in the subject area Business Administration, with at least the grade Pass. This must include the following courses: Principles of Marketing (M0015N or M0004N) 7,5 credits, Creative marketing communication (M0035N) 15 credits and Consumer behaviour (M0036N) 7,5 credits, or equivalent knowledge. Good knowledge in English, equivalent to English 6.

Selection

The selection is based on 30-285 credits

Course Aim

The purpose of this course is to prepare students for real-life digital marketing tasks as well as for writing their thesis. The student will develop knowledge in different elements of digital marketing and thereby gain a broad understanding of the subject.

After completing the course, the student should be able to:

Knowledge and understanding

1. Describe important aspects of different digital marketing channels and tools
2. Construct a portfolio of business tools pertaining to digital marketing

Competence and skills

3. Use appropriate tools for digital marketing execution and analysis
4. Develop a theoretical framework based on an analysis of scientific literature within digital marketing
5. Develop and defend a digital marketing strategy that encompasses all stages of the customer journey and is tailored for a target audience
6. Visually and orally present results connected to digital marketing in a professional manner
7. Create a written marketing plan in accordance with industry best practice

Judgement and approach

8. Evaluate opportunities and challenges, including ethical impact, for digital marketing execution and analysis
9. Critically evaluate the work of peers in a constructive manner

Contents

This is a course in digital marketing that includes both strategical and tactical learning activities. Search engine marketing, website optimization, social media marketing, email marketing and analytics are areas that are covered in the course.

The course integrates academic knowledge and industry practice to develop the critical and analytical capabilities of students through a series of modules, which introduces them to the latest research and practice in the field. Both strategic and tactical digital marketing is covered. Students will learn key tools of online brand building and campaign management through a range of techniques and platforms. Digital marketing is embedded in all the digital ways consumers interact with a business or organization and the marketer operates through a data driven approach. The course seeks to cover this by exploring digital marketing from a broad perspective including search engine marketing, website optimization, social media marketing, email marketing and analytics.

Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

The course is based on three blocks: (1) Self-study and Workshops, (2) Strategy and Theoretical Framework, and (3) Digital Marketing Strategy Application.

This course includes lectures and workshops on current topics within the subject area. Students work with self-studies using asynchronous content and get to individually practice digital marketing through different channels and tools. They will work in pairs on a scholarly paper that prepares them for the upcoming thesis, as they will construct a literature review. During seminars, the students get to engage in group discussions that help them to critically analyze current topics. Students will develop, write and present a marketing plan together in groups.

The course is given in English; thus, students will practice their ability to communicate in spoken and written English.

Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. The course is assessed through the following components per block:

Block 1:

Course aim 1, 2 and 3 are examined through a business portfolio.

Block 2:

Course aim 4 and 6 are examined through a seminar.

Course aim 9 is examined through a written and oral opposition.

Course aim 4 and 8 is examined through a scholarly paper.

Block 3:

Course aim 6 is examined through an oral presentation.

Course aim 1, 5 and 7 are examined through a written marketing plan.

To achieve the grade G on the course, at least the grade G is required for all modules. To achieve the grade VG on the course, the grade VG is required for at least 9 credits in total.

Unauthorized aids during exams and assessments

If a student, by using unauthorized aids, tries to mislead during an exam or when a study performance is to be assessed, disciplinary measures may be taken. The term "unauthorized aids" refers to aids that the teacher has not previously specified as permissible aids and that may assist in solving the examination task. This means that all aids not specified as permissible are prohibited. The Swedish version has interpretative precedence in the event of a conflict.

Remarks

Students must register for the courses themselves, or contact ETKS educational administration eduetks@ltu.se, no later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place.

Course offered by

Department of Social Sciences, Technology and Arts

Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0001	Business portfolio	U G VG	4.5	Mandatory	A22	
0002	Seminar	U G#	0.5	Mandatory	A22	
0003	Opposition assignment	U G#	0.5	Mandatory	A22	
0004	Scholarly paper	U G VG	4.5	Mandatory	A22	
0005	Oral presentation	U G#	0.5	Mandatory	A22	
0006	Written marketing plan	U G VG	4.5	Mandatory	A22	

Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via My LTU.

Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11

Syllabus established

by Director of Undergraduate Studies Daniel Örtqvist, Department of Social Sciences, Technology and Arts 2022-02-11