



Digital Market Communication Digital Marknadskommunikation

7.5 credits

7.5 högskolepoäng

Ladok Code: A2DM1D

Version: 6.0

Established by: Committee for Education in Business and Working Life 2022-06-08

Valid from: Autumn 2022

Education Cycle: Second cycle

Main Field of Study (Progressive Specialisation): Business Administration (A1F)

Disciplinary Domain: Social sciences

Prerequisites: Completed courses with a total of 60 credits at the undergraduate level.

Subject Area: Business Administration

Grading Scale: Fail (U), Pass (G) or Pass with Distinction (VG)

Content

The course offers advanced and in-depth study in marketing communication with a focus on applications within retail. The course focuses on the consequences of, as well as the opportunities that come from, the digitization of market communication. Central to the course is problem-based project work where students plan, budget and evaluate an integrated marketing campaign with digital, direct, and interactive elements. The project work is linked to central theories in market communication as well as examples of empirical research within the field. In parallel with project work, students work with literature review which are presented in assignments and project work.

Learning Outcomes

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

Knowledge and understanding

- 1.1 describe theories, concepts, and conceptual relationships in digital marketing communications and retail digitalisation
- 1.2 explain how these theories can be applied in practice by planning, budgeting for, and evaluating an integrated digital marketing campaign

Skills and abilities

- 2.1 plan, budget and evaluate an integrated marketing campaign with digital, direct, and interactive elements
- 2.2 use theories, concepts, models from the course literature in planning, implementing, and following up digital marketing in retail
- 2.3 based on the course literature and relevant theory, discuss and evaluate a campaign plan in writing and orally
- 2.4 based on a developed marketing campaign create a selling pitch,
- 2.5 based on a developed marketing campaign create, execute, analyse, and make decisions based on an experiment,

Judgement and approach

- 3.1 with a basis in the literature, reflect upon and reason critically about the advantages and disadvantages of common methods for creating strategic knowledge about target groups and customers as a basis for the design of marketing communications
- 3.2 with a basis in the literature, reason critically about ethical issues in the design of marketing communication, e.g. the use of stereotypical representations of people and groups in advertising
- 3.3 make assessments based on information literacy of which scholarly results are applicable in discussions and evaluations of empirical examples of market communication.

Forms of Teaching

The teaching has its foundation in problem-based learning with workshops as support. These are supplemented with lectures and seminars.

The languages of instruction are English and Swedish.

Forms of Examination

The course is examined through the following examination components:

Project work part A: written report, group assignment

Learning objectives: 1.1-1.2, 2.1-2.3, 3.1-3.3

Credits: 2.0

Grading scale: Fail/Pass/Pass with distinction

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

Project work part B: oral presentation, group assignment

Learning objectives: 1.1-1.2, 2.1-2.4, 3.1-3.3

Credits: 2.0

Grading scale: Fail/Pass/Pass with distinction

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

Assignment 2: oral and written presentation, individual assignment

Learning objectives: 1.1, 2.5, 3.1-3.3

Credits: 2.0 Grading scale: Pass/Fail

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

Written exam: individual assignment

Learning outcomes: 1.1, 3.1-3.3

Credits: 2.0

Grading scale: Fail/Pass/Pass with distinction

In the event of a failing grade, students are given the opportunity to complete supplementary written and/or oral work.

For a passing grade for the entire course, a passing grade is required for all examination components. The final grade is determined by the written exam.

If the student has received a decision/recommendation regarding special pedagogical support from the University of Borås due to disability or special needs, the examiner has the right to make accommodations when it comes to examination. The examiner must, based on the objectives of the course syllabus, determine whether the examination can be adapted in accordance with the decision/recommendation.

Student rights and obligations at examination are in accordance with guidelines and rules for the University of Borås.

Literature and Other Teaching Materials

Söderlund, M. (2018). Experiments in marketing. Lund: Studentlitteratur.

Additional literature and teaching materials are provided via the learning platform (max 500 pages).

Student Influence and Evaluation

The course is evaluated in accordance with current guidelines for course evaluations at the University of Borås in which students' views are to be gathered. The course evaluation report is published and returned to participating and prospective students in accordance with the above-mentioned guidelines, and will be taken into consideration in the future development of courses and education programmes. Course coordinators are responsible for ensuring that the evaluations are conducted as described above.

Miscellaneous

The course is included in the Business Administration Programme, Master Programme in Digital Business Management, and is given as a freestanding course.