UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

Digital Marketing and Brand Management A1F

7.5 credits

Course code: FÖ728A
Version number: 1
Valid from: 1 January 2026
Ratified by: Curriculum Committee for Business
Date of ratification: 10 June 2025

1. General information about the course

The course is provided by the University of Skövde and is named Digital Marketing and Brand Management A1F (Digital marknadsföring och brand management A1F). It comprises 7.5 credits and is a second-cycle course. The level of progression is A1F.

The course is a part of the main field of study in Business Administration. The disciplinary domain of the course is Social Sciences.

2. Entry requirements

The course has the following entry requirements: passed FÖ724A Business Development A1N or passed FÖ726A Marketing Fundamentals A1N (or the equivalent).

A further requirement is proof of skills in English equivalent of studies at upper secondary level in Sweden, known as the Swedish course English 6 or English level 2. This is normally demonstrated by means of an internationally recognized language test, e.g. IELTS or TOEFL or the equivalent.

3. Course content

The course content aligns with the knowledge areas outlined in the course objectives and offers a comprehensive perspective on marketing approaches employed by firms in both consumer and business-to-business (B2B) markets. It addresses two interrelated areas: the use of digital tools for market communication and the development of corporate and/or product branding.

The course is structured into three modules. In the first two modules, students are introduced to digital marketing and AI, and brand management, respectively. These modules are delivered through a series of seminars, including practical labs and case analyses, aimed at enhancing students' ability to apply relevant theories and develop their analytical and practical skills in these areas.

In the third module, students are expected to synthesize the knowledge gained in the previous modules by conducting individual projects focused on digital marketing and brand management. This task is designed to develop their ability to identify and conceptualize developments within a defined research area.

4. Objectives

After completed course the student should be able to:

Knowledge and understanding

- describe relevant concepts, tools, and processes used in digital marketing and brand management,

Skills and abilities

- analyze how digital marketing is used in the context of brand management,
- apply theoretical concept in digital marketing and brand management on relevant empirical phenomena,

Evaluation ability and approach

- critically evaluate scholarly contributions on the application of digital marketing in brand management literature.

5. Examination

The course is graded A (Excellent), B (Very good), C (Good), D (Satisfactory), E (Sufficient) or F (Fail).

The examinations of the course consist of the following modes of assessment:

- **Individual project**
  4.5 credits, grades: A/B/C/D/E/F (determines the final grade)
- **Seminars**
  3 credits, grades: G/U

Students with a permanent disability who have been approved for directed educational support may be offered adapted modes of assessment.

6. Types of instruction and language of instruction

The teaching is comprised of lectures, seminars and supervision.

The teaching is conducted in English.

7. Course literature and other educational materials

A selection of scientific articles.

8. Student influence

Student influence in the course is ensured by means of course evaluation. The students are informed about the results of the evaluation and potential measures that have been taken or are planned, based on the course evaluation.

9. Additional information

Further information about the course, as well as national and local governing documents for higher education, is available on the website of the University of Skövde.