UNIVERSITY OF SKÖVDE

TRANSLATION FROM SWEDISH

COURSE SYLLABUS

Introduction to Digital Marketing G1N

7.5 credits

Course code: FÖ156G
Version number: 6
Valid from: 1 January 2024
Ratified by: Curriculum Committee for Business
Date of ratification: 9 May 2023

1. General information about the course

The course is provided by the University of Skövde and is named Introduction to Digital Marketing G1N (Introduktion till digital marknadsföring G1N). It comprises 7.5 credits and is a first-cycle course. The level of progression is G1N.

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

General entry requirements.

3. Course content

The course will benefit the undergraduate students with theories, practices and examples associated digital marketing. This course covers topics like – digital marketing environments, digital marketing strategies, relationship marketing by using digital platforms, managing effective digital marketing channels.

4. Objectives

After completed course the student should be able to:

Knowledge and understanding

- have an overall understanding of digital marketing by discussing - Web Marketing, Search Engine Optimization (SEO), Online Advertising, Social Media Marketing (Facebook & Linkedin), Micro Blogging – Twitter, Mobile Marketing, Email Marketing, Video & Audio (Podcasting) Marketing,
- discuss the macro and micro environments related to online market place
- understand how to develop and implement digital marketing strategies,
- how to enable relationship marketing by using digital platforms,

Skills and abilities

- develop basic level academic & managerial reading skills by understand and synthesize readings of academic journals and short business cases during the course,
- enable the students to think like a digital marketing professional, and to give them experience with industry-relevant hands-on assignments and exercises,

Judgement and approach

- motivate and argue for the choice of theories and the approach,
- reflect and evaluate the choice of theories and the approach.

5. Examination

The course is graded VG (Pass with distinction), G (Pass) or U (Fail).

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

- **Supervised Written examination**
  5 credits, grades: VG/G/U (determines the final grade)
- **Written assignment**
  2.5 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.

Lectures in english. The course will be presented using a combination of lecturing methods, reading materials from text books, academic journals, newspaper and business articles which will give students familiarity in dealing with relevant digital marketing.

The teaching is conducted in English.

7. Course literature and other educational materials

Chaffey, D. & Ellis-Chadwick, F. (2022). *Digital marketing* (8th ed.). Pearson Education Limited. ISBN 9781292400969.

Deiss, R and Henneberry, R. (2017). *Digital Marketing for Dummies*. For Dummies. ISBN 9781119235590. E-bok 9781119235613.

Compendium

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.